

**FINAL EXAMINATION****DIPLOMA IN CORPORATE COMMUNICATION****COURSE : INTRODUCTION TO ADVERTISING****COURSE CODE : ADV3023****DURATION : 2 HOURS****INSTRUCTIONS TO CANDIDATES:**

1. This question paper consists of **TWO (2)** parts : PART A (3 questions)
: PART B (2 questions)
2. Answer ALL questions from PART A and PART B.
3. Please check to make sure that this examination pack consists of:
 - i. The Question Paper
 - ii. An Answer Booklet
4. Do not bring any material into the examination hall. Electronic calculator is allowed.
5. Please write your answer using permanent ink.

MYKAD/ PASSPORT NO : _____

ID. NO. : _____

LECTURER : _____

SECTION : _____

DO NOT OPEN THIS QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

This question paper consists of 4 printed pages including the front page.

PART A: SHORT ESSAY

Instruction: Answer ALL questions.

1. Advertising is one of the most powerful tools in modern communication. It refers to the process of creating and delivering persuasive messages to inform, influence, and remind audiences about products, services, ideas, or brands. Explain **FIVE (5)** types of advertising and provide **ONE (1)** appropriate example for each type.
(10 marks)
2. In advertising, encoding refers to the way a message is designed, structured, and translated into symbols, words, or images so that it can be understood by the target audience. Explain **FOUR (4)** forms of encoding and provide an example to support your answers.
(10 marks)
3. Need recognition is one of the fundamental factors influencing consumer decision-making. Discuss **FIVE (5)** key factors that contribute to need recognition in creating demand and persuading consumers to purchase products or services. For each factor, provide a clear explanation and support it with a relevant example.
(10 marks)

(TOTAL: 30 MARKS)

PART B: SHORT STRUCTURED

Instruction: Answer ALL questions.

1. Old Town White Coffee has developed a 30-second television advertisement to promote its new Chinese New Year dim sum meals.

CHANNEL NAME	CHANNEL NO.	CATEGORY	TIMEBELT
TV3 (Astro AOD)	8-11	20.0	MON - FRI 8.00pm - 10.00pm
		20.0	SAT - SUN 8.00pm - 10.00pm
TV3 (Astro KIDS)	8-15	20.0	MON - SUN 8.00am - 12.00pm
		20.0	MON - SUN 12.00pm - 2.00pm
TV3 (Astro KIDS) (HD)	8-17	20.0	MON - SUN 8.00am - 12.00pm
		20.0	MON - SUN 12.00pm - 2.00pm
TV3 (Astro)	8-18	20.0	MON - FRI 8.00pm - 10.00pm
		20.0	SAT - SUN 8.00pm - 12.00pm
		20.0	MON - SUN 12.00pm - 2.00pm
		20.0	MON - SUN 2.00pm - 4.00pm

Category	10 sec	15 sec	20 sec	25 sec	30 sec	35 sec	40 sec	45 sec
x1	500.00	660.00	800.00	900.00	1,000.00	1,100.00	1,300.00	1,500.00
x1.5	750.00	990.00	1,200.00	1,350.00	1,500.00	1,670.00	1,950.00	2,250.00
x2	1,000.00	1,320.00	1,600.00	1,800.00	2,000.00	2,360.00	2,620.00	3,000.00
x2.5	1,250.00	1,650.00	2,000.00	2,250.00	2,500.00	2,950.00	3,250.00	3,750.00
x3	1,500.00	1,950.00	2,400.00	2,700.00	3,000.00	3,540.00	3,900.00	4,500.00
x3.5	1,750.00	2,310.00	2,800.00	3,150.00	3,500.00	4,130.00	4,550.00	5,250.00
x4	2,000.00	2,640.00	3,200.00	3,600.00	4,000.00	4,720.00	5,200.00	6,000.00
x4.5	2,250.00	2,970.00	3,600.00	4,050.00	4,500.00	5,310.00	5,850.00	6,750.00
x5	2,500.00	3,300.00	4,000.00	4,500.00	5,000.00	5,900.00	6,500.00	7,500.00
x6	3,000.00	3,960.00	4,800.00	5,400.00	6,000.00	7,080.00	7,800.00	9,000.00
x7	3,500.00	4,620.00	5,600.00	6,300.00	7,000.00	8,200.00	9,100.00	10,500.00
x8	4,000.00	5,280.00	6,400.00	7,200.00	8,000.00	9,440.00	10,400.00	12,000.00
x9	4,500.00	5,940.00	7,200.00	8,100.00	9,000.00	10,620.00	11,700.00	13,500.00
x10	5,000.00	6,600.00	8,000.00	9,000.00	10,000.00	11,800.00	13,000.00	15,000.00
x11	5,500.00	7,260.00	8,800.00	9,900.00	11,000.00	12,980.00	14,200.00	16,500.00
x12	6,000.00	7,920.00	9,600.00	10,800.00	12,000.00	14,160.00	15,600.00	18,000.00
x13	6,500.00	8,580.00	10,400.00	11,700.00	13,000.00	15,340.00	16,900.00	19,500.00
x14	7,000.00	9,240.00	11,200.00	12,600.00	14,000.00	16,520.00	18,200.00	21,000.00
x15	7,500.00	9,900.00	12,000.00	13,500.00	15,000.00	17,700.00	19,500.00	22,500.00

(Source: <http://www.astroradar.my>)

A rate card is a document containing prices and descriptions for various ad placement options available from a media outlet. Answer the following questions using media rate card above.

i. State the media cost if the company chooses TVB Jade (30 seconds) on:

- a. Monday (8:30 pm) (2 marks)
- b. Wednesday (6:30 pm) (2 marks)
- c. Thursday (3.00 pm) (2 marks)
- d. Friday (10.00 am) (2 marks)
- e. Monday (1.00 pm) (2 marks)

(Total: 10 marks)

2. The functions of public relations are to build and maintain positive relationships between an organization and its various publics by managing the flow of information, creating strategic communication, and cultivating a favourable public image. Discuss **FIVE (5)** functions of public relations and provide an example to support your answers.

(20 marks)

(TOTAL: 30 MARKS)

(TOTAL: 60 MARKS)

END OF QUESTION PAPER