

SECTION A

OBJECTIVES (25 marks)

INSTRUCTION:

This section consists of **TWENTY FIVE (25)** objective questions. Answer **ALL** questions.

1. The following are elements of the communication process [CLO 1 : C1]
EXCEPT :
 - A. Feedback
 - B. Decoding
 - C. Message
 - D. Interview

2. "Moral principle and values that govern the actions and decisions [CLO 1 : C2]
of an individual or group" refer to
 - A. Outdated business ethics
 - B. Press relations
 - C. Press agencies
 - D. Public relations

3. To inform, to persuade and to remind best describe [CLO 1: C1]
_____ in Five M's of advertising.
 - A. demonstrator
 - B. creativity
 - C. influencer through proximity
 - D. surveying

POLITEKNIK
Jabatan Pengajian Politeknik

EXAMINATION AND EVALUATION DIVISION
DEPARTMENT OF POLYTECHNIC EDUCATION
(MINISTRY OF HIGHER EDUCATION)

COMMERCE DEPARTMENT

FINAL EXAMINATION
JUNE 2012 SESSION

PM201: INTEGRATED MARKETING COMMUNICATION

DATE : 19 NOVEMBER 2012(MONDAY)
DURATION : 2 HOURS (11.15 AM - 1.15 PM)

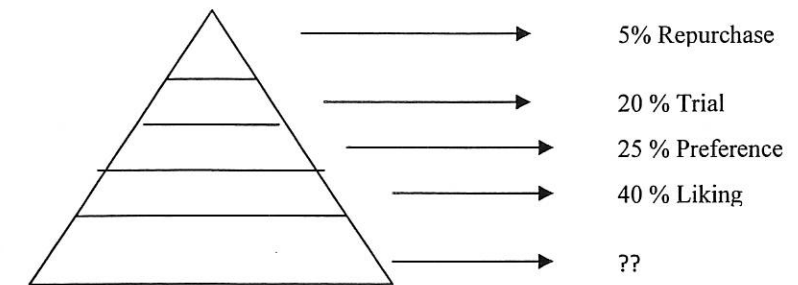
This paper consists of **ELEVEN (11)** pages including the front page.
Section A: Objective (25 questions – answer all)
Section B: Essay (3 questions – answer all)

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BY THE CHIEF INVIGILATOR

(The CLO stated is for reference only)

6. To celebrate the 5th Anniversary, ABC Sdn. Bhd. uses [CLO 1 : C1] advertising, direct marketing, Internet promotion, public relations and sales promotion to promote the celebration. In other words, the company is using:
- Integrated marketing communications
 - Integrated media coverage
 - Internet media communications
 - Implemented marketing media
7. _____ refers to short-term programs which include [CLO 1 : C1] direct-response commercials commonly seen on television.
- Infomercials
 - TV spots
 - Broadcast media
 - Support advertising
8. Which of the following would be **LEAST** likely used for mass [CLO 1 : C3] selling?
- Advertising
 - Public relation
 - Personal selling
 - Sales promotion

4. Choose the correct answer for this Communication Effects [CLO 1 : C1] Pyramid



- 70% Knowledge
 - 50% Knowledge
 - 70% Satisfaction
 - 50% Satisfaction
5. Public Relation can be defined as _____ [CLO 1 : C1]
- Non- personal communication about an organization, product, service or idea that is not directly paid for nor run under identified sponsorship.
 - Any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor
 - A filed concerned with maintaining public image for high profile people, commercial business and organizations, non-profit associations or program
 - Promotional programs that company may send press release to announce a new product

13. The first goal of marketing communication is to : [CLO 1 : C2]
- A. Generate trial
 - B. Stimulate interest among new users
 - C. Increase sales
 - D. Build awareness
14. The process of translating thought into a symbolic form is known as : [CLO 2 : C2]
- A. Encoding
 - B. Feedback
 - C. Noise
 - D. Decoding
15. Distortion in a radio or television signal or distraction at the point of reception is the best example of : [CLO 2 : C2]
- A. Respond
 - B. Feedback
 - C. Noise
 - D. Message
16. Developing effective communication is very important in the communication process. Which of the following is the first step in effective communication process ? [CLO 2 : C2]
- A. Determine the communication objective
 - B. Identify the target audience
 - C. Design the message
 - D. Establish the communication s budget

9. The development of 'Toll Free' telephone number and _____ has led to a dramatic increase in home shopping. [CLO 1 : C2]
- A. Widespread use of the credit card
 - B. Unsolicited mail received
 - C. The number of catalogue mailed
 - D. The use of print media
10. The XYZ company hires workers to prepare sample at a supermarket and distribute the sample to shoppers. This statement refers to: [CLO 1 : C2]
- A. Sampling through the mail
 - B. In-store sampling
 - C. On-package sampling
 - D. Event sampling
11. Which of the following is not part of the IMC? [CLO 1 : C1]
- A. Personal selling
 - B. Customer care
 - C. Direct marketing
 - D. Sales promotions
12. How did Integrated Marketing Communications (IMC) revolutionize the role of marketing? [CLO 1 : C2]
- A. IMC shifted marketplace power from retailers to manufacturers
 - B. IMC led to increasing dependence on the advertising element of the promotion mix
 - C. IMC led to the rapid growth and development of database marketing
 - D. IMC created less need for advertising agencies to be accountable for their actions

20. McDonald has introduced a new breakfast meal by giving [CLO 3 : C2] coupons for its breakfast meal and advertising it on newspaper. One coupon is entitled for every individual every time he makes a purchase. What is the objective of this type of sales promotion?
- Encourage purchase of large - size units
 - Attract consumer to switch brand
 - Encourage nonuser to try the product
 - Build brand loyalty
21. Power Root is one of the local companies that sells energy [CLO 3 : C2] drinks. Recently it has introduced a new energy drink for a man which is Tongkat Ali with chocolate flavour. Power Root has set up a booth at a retail outlet and has provided free drinks. Identify the type of sales promotion used by the company?
- Contest
 - Sample
 - Loyalty program
 - Premium
22. A good way of life is really important to avoid diseases. Jacob [CLO 3 : C1] has invited the press for a campaign "Importance of having a healthy life". Identify the type of public relation activity conducted by the company.
- Press relation
 - Product publicity
 - Lobbying
 - Counseling

17. In some cases where an advertisement is not effective; it will be [CLO 3 : C1] modified or withdrawn. This is necessary in order to avoid expenditure on an advertisement which is not effective or is not likely to give positive results. This process is also known as
- Measurement
 - Media
 - Mission
 - Money
18. Direct marketing enables consumer to receive commercial [CLO 3 : C1] messages which have been adjusted to their profile. This method is called ____
- Indirect contact with customer
 - Direct contact with customer
 - Indirect contact with manufacturer
 - Direct contact with manufacturer
19. _____ is a type of internet advertising ("in between") [CLO 3 : C1] which involves a way of placing full page messages between the current and destination page.
- Pop ups/ pops under
 - Interstitial ads
 - Link
 - Paid search

SECTION B

ESSAY (75 marks)

INSTRUCTION:

This section consists of **THREE (3)** essay questions. Answer **ALL** questions.

QUESTION 1

- a) There are **EIGHT (8)** steps in developing effective communication. Explain the steps stated below: [CLO 1: C2]
- i. Identify the target audience (3 marks)
 - ii. Determine the communication objective (3 marks)
 - iii. Design the message (3 marks)
- b) How can a marketer overcome barriers when communicating message to a customer. Explain briefly **FIVE (5)** ways of overcoming the barriers. [CLO 1: C2]
(10 marks)
- c) Describe the type of barriers in communicating message as stated below: [CLO 1: C2]
- i. Experiential barriers (3 marks)
 - ii. Emotional barriers (3 marks)

23. A salesperson for M.A.C Cosmetic is showing a customer the [CLO 3 : C2] correct way to apply make-up. What type of role is played by the sales person?
- A. Information provider
 - B. Guiding
 - C. Surveying
 - D. Demonstrators
24. "A sales person demonstrates a product and provides coupons to [CLO 3 : C2] the interested customer for its product". What types of IMC tool that is used for the above situation.
- A. Personal selling and advertising
 - B. Personal selling and PR
 - C. Personal selling and sales promotion
 - D. Personal selling and marketing
25. In advertising, which of the following is **NOT** included in Five [CLO 3 : C1] M's?
- A. Money
 - B. Message
 - C. Meaning
 - D. Measurement

QUESTION 2

- a) Briefly explain **FIVE (5)** factors that can influence the budget allocation for advertising. [CLO 3: C2]
(10 marks)
- b) The impact of the message not depends only on what is said but also on how it is said. The advertiser must find the best style, tone, words and format in executing the message. Explain any **FIVE (5)** execution styles that marketers can use to present the message. [CLO 3: C2]
(15 marks)

QUESTION 3

- a) Determine any **FIVE (5)** objectives of sales promotion for retailers. [CLO 3: C1]
(5 marks)
- b) DXR Company has launched a new product which is a candy that contains various nutrition and is good for health. Various promotional activities must be done to increase the candy sales. Suggest any **FIVE (5)** sales promotion activities targeted to the consumers. [CLO 3 : C2]
(20 marks)