

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

COMMERCE DEPARTMENT

FINAL EXAMINATION
DECEMBER 2011 SESSION

P4709: PRINCIPLES OF ADVERTISING

DATE : 30 APRIL 2012 (MONDAY)
DURATION : 2 HOURS (2.30 PM – 4.30 PM)

This paper consists of **FOUR (4)** pages including the front page.
Structured/Essay (6 questions - answer 4 questions)

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**DO NOT OPEN THIS QUESTIONS BOOKLET UNTIL
INSTRUCTED BY THE CHIEF INVIGILATOR**

ESSAY (100 marks)**INSTRUCTION:**

This section consists of **SIX (6)** essay questions. Answer **FOUR (4)** questions only.

QUESTION 1

“People generally respond to a message in a predictable way. AIDA is a simple model that identifies four effects of advertising and makes a prediction about how they are related in a hierarchy. According to this model, buyers go through three levels of consumer response.”

a) What does AIDA stand for?

(2 marks)

b) Explain why the AIDA sequence is known to as a hierarchy-of-effects model. Integrate an appropriate diagram in your explanation.

(11 marks)

c) Describe the objective for each of the following advertisements:

i. Puncak Jaya Supermarket emphasizes its low price and offer sales promotions incentive in its radio commercials.

ii. Asli Jati Furniture Store runs advertisements on television that promotes its name and location nothing else.

iii. Silky Hair Shampoo emphasizes the product quality, value, and performance in its printed advertisements.

(12 marks)

QUESTION 2

There are many types of advertising agencies and each type offers different advertising services to different types of clients.

- a) Describe these advertising agencies:
- i. Business-to-business agencies.
 - ii. Creative boutique.
 - iii. General consumer agencies.
- (15 marks)

- b) Explain briefly **FIVE (5)** factors that must be considered by an advertising agency in choosing its client.
- (10 marks)

QUESTION 3

- a) The art and science of advertising is a creative message strategy. Explain the **FOUR (4)** steps in creating a creative message strategy.
- (8 marks)
- b) Different agencies use different formats in writing a creative strategy. Explain **FIVE (5)** ways of writing a creative strategy.
- (10 marks)
- c) Certain information needs to be considered by advertising agency when developing a creative strategy. Describe **TWO (2)** points which have to be included in developing a creative strategy. Provide an example supporting each point.
- (7 marks)

QUESTION 4

- a) Describe **FOUR (4)** main sources of revenues and profits for advertising agencies.
(10 marks)
- b) Explain **FIVE (5)** ways for an advertising agencies to gain new clients.
(15 marks)

QUESTION 5

- a) Every media plan requires a selection of specific media types such as direct mail, satellite TV, newspapers or magazines. Media planners must consider several variables before choosing major types of vehicles. Explain the **FOUR (4)** variables and give examples.
(16 marks)
- b) The type and amount of services an agency performs vary from one client to another. Normally agencies are typically compensated in three ways. Explain **THREE (3)** types of compensation gained by advertising agencies.
(9 marks)

QUESTION 6

Disciplinary Practices in Malaysia is based on the Advertising Code by the Ministry of Information governing the advertising in broadcast media. Describe **FIVE (5)** code of ethics outlined in this discipline and give relevant examples.

(25 marks)