



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **BRL 2301 RETAIL ADVERTISING AND PROMOTION**
 Semester & Year : January - April 2017
 Lecturer/Examiner : Wong Siew Fong
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:
 - PART A (15 marks) : Answer all FIFTEEN (15) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
 - PART B (85 marks) : Answer all FIVE (5) short answer questions. Answers are to be written in the Answer Booklet provided.**
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
- This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
- Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

Total Number of pages = 5 (Including the cover page)

PART B

: SHORT ANSWER QUESTIONS (85 MARKS)

INSTRUCTION(S)

: Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

- Q1. Advertising and promotion is an integral part of a retailer in promoting their brand.
- a) Explain why advertising and promotion is so important to a retailer? [5 marks]
 - b) Identify **FOUR (4)** different roles of advertising. [10 marks]
- Q2. Retailers need to be socially ethical in their efforts towards advertisement and promotions.
- a) Describe **TWO (2)** factors that retailers must abide to in their efforts. [10 marks]
 - b) List **FOUR (4)** processes involved in developing a retail communication program. [10 marks]
- Q3. In recent years, Social Media advertising is much preferred by retailers.
- a) Identify and describe **FIVE (5)** new advertising methods on Social Media. [10 marks]
 - b) Explain **ONE (1)** advantage for each of the new advertising methods and provide examples. [10 marks]
- Q4. In executing a Promotion Campaign for a Hyper- market set up such as AEON BIG:
- a) Explain **TWO (2) most** factors that can influence the promotion strategy of **AEON BIG?** [5 marks]
 - b) Describe **FOUR (4)** different promotion methods to enable **AEON BIG** to compete. [10 marks]
- Q5. Retailers, like **IKEA** in Malaysia, spend their largest portion of their marketing budget on Advertisement and Promotions:
- a) Describe **ONE (1)** most effective advertising method for **IKEA** [5 marks]
 - b) Describe **TWO (2)** most effective store promotions methods of **IKEA** [10 marks]

END OF EXAM PAPER