



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **BRL2301 RETAIL ADVERTISING AND PROMOTION**
 Semester & Year : May - August 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. Define the following term:
- a) Integrated Marketing Communication [5 marks]
 - b) How does IMC contribute to the marketing of a retailer? [10 marks]

[Total: 15 marks]

- Q2. Identify the key players in advertising and their role in creating effective communication.
- a) Identify the **FIVE (5)** type key players. [10 marks]
 - b) Explain the **FIVE (5)** roles in effective advertising [10 marks]

[Total: 20 marks]

- Q3. Discuss the key ethical issues that affect the practice of advertising and provide one example.
- a) Stereotype [10 marks]
 - b) Targeting Children [10 marks]

[Total: 20 marks]

- Q4. Briefly explain the steps involved in creative strategy in retail advertising.
- a) Illustrate the **FOUR (4)** steps process. [12 marks]
 - b) Explain how it can impact the performance of the advertiser. [3 marks]

[Total: 15 marks]

- Q5. Explain what is a Media strategy and how does it impact to the overall IMC program?
- a) Explain Media Strategy. [5 marks]
 - b) Explain **TWO (2)** ways it can impact the retailer's IMC program [10 marks]

[Total: 15 marks]

END OF EXAM PAPER