

BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) :

Course Code & Name : **RTL1343 ADVERTISING AND PROMOTION IN RETAIL ENVIRONMENT**
Trimester & Year : May - August 2018
Lecturer/Examiner : Wong Siew Fong
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (30 marks) : Answer all THIRTY (30) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
PART B (70 marks) : Answer all FOUR (4) short answer questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. 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.
4. 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 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.

Total Number of pages = 7 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (70 MARKS)

INSTRUCTION(S) : Answer all **FOUR (4)** questions. Write your answers in the Answer Booklet(s) provided.

- Q1. Describe the different types of Consumer promotions for a general merchandise store:
- a) Discounts on products [5 marks]
 - b) Incentives and Coupons [10 marks]
- Q2. The primary objective of advertising for a retailer is to build brand image.
- a) Identify and explain **TWO (2)** types of Print Media. [10 marks]
 - b) Identify and explain **TWO (2)** types of Broadcast Media. [10 marks]
- Q3. Advertising campaigns are an important part of a Retailer's strategy:
- a) Explain the **SIX (6)** steps in the planning process of an advertising campaign. [18 marks]
 - b) Explain how it can impact the performance of a retailer. [2 marks]
- Q4. Fashion retailers are choosing new advertising methods over traditional advertising methods.
- a) Define **TWO (2)** different types of new advertising methods. [5 marks]
 - b) Explain **TWO (2)** ways how it can enhance the brand's image. [10 marks]

END OF EXAM PAPER