



BERJAYA SCHOOL OF COMMUNICATION AND MEDIA ARTS

FACULTY OF LIBERAL ARTS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **COM3114 Media Planning & Management**
Trimester & Year : January - April 2022
Lecturer/Examiner : Ms Amalina Mustaffa
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of **FOUR (4) questions. ANSWER ALL QUESTIONS.** Answers are to be written in the column provided.
2. This is an online exam and it should be completed independently, without discussion with other students or individuals. Candidates are not allowed to refer to any unauthorized materials during the online exam.
3. Use your own words or change 2 or 3 words in my sentence in the lecture notes when explaining or defining concepts/theories/models in your answer.
4. Always use your examples, and show how they would apply. Just listing an example (e.g., iPhone 13 promotion) is not enough.
5. Always support or defend your claim/position adequately.

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 = 2 (Including the cover page)

FOUR (4) ESSAY QUESTIONS (100 MARKS).

INSTRUCTION(S): ANSWER ALL QUESTIONS

Question 1

Analyze any **TWO (2)** important components in the media tactics and why it must be considered? Provide at a maximum of **FOUR (4)** well-thought out examples in your analysis.

(17 marks)

Question 2

Communication objectives will vary depending on the kind of product you are promoting. For a new product, you would want to establish some broad reach to drive the awareness, whereas for the well-established brand, a higher-frequency reminder message will be effective. In doing so, there are factors to be considered when developing communication objectives. As a media planner, identify the **THREE (3)** main factors in developing communication objectives and discuss what they are. Support your explanation with not more than **THREE (3)** examples.

(18 marks)

Question 3

Discuss what media tactics are and explain any **THREE (3)** components in the media tactics framework. Provide **ONE (1)** example in each component and provide **FOUR (4)** arguments why media tactics are important in media planning. You must provide sufficient argument to support your argument.

(32 marks)

Question 4

Almost every household in Malaysia has a television set, and some houses have two or more. Since television is still the largest mass medium available for advertisers, billion of RM has been spent promoting goods and services this way. However, in this digital age, some might rethink the importance of television today. Provide your view on this by discussing **THREE (3)** benefits of televisions to advertisers and **THREE (3)** drawbacks of television advertising.

(33 marks)

END OF EXAM