



BERJAYA SCHOOL OF COMMUNICATION AND MEDIA ARTS

FACULTY OF EDUCATION & 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 2023
Lecturer/Examiner : Ms Amalina Mustaffa
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : **FOUR (4) structured questions. Answer ALL questions. Answers are to be written in the column provided.**
PART B (40 marks) : **THREE (3) essay questions. Answer only TWO (2) questions.**
2. **Candidates are not allowed to refer to any unauthorized materials during the online exam.**
3. **All answers are to be written in ENGLISH language only.**

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 = 3 (Including the cover page)

PART A : FOUR (4) STRUCTURED QUESTIONS (SHORT ANSWERS) (60 MARKS)

INSTRUCTION(S) : ANSWER ALL QUESTIONS

Question 1

Answer (a) and (b) on categories of media.

(a) Explain what are paid media, owned media and earned media, and provide **ONE (1)** example for earned and owned media only. (9 marks)

(b) Discuss the **TWO (2)** categories of paid media and support the discussion using **TWO (2)** examples for each category. (12 marks)

Question 2

Explain **SIX (6)** importance of media mix and **TWO (2)** applications of media mix. (10 marks)

Question 3

Analyze any **TWO (2)** important components in the media tactics and why they must be considered? Provide **TWO (2)** points and **ONE (1)** example in the analysis. (14 marks)

Question 4

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 **THREE (3)** points. (15 marks)

END OF PART A

PART B : THREE (3) ESSAY QUESTIONS.

INSTRUCTION(S) : ANSWER ONLY TWO (2) QUESTIONS. EACH QUESTION CARRIES 20 MARKS

Question 1

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, billions of RM has been spent promoting goods and services this way. However, in this digital age, some might rethink the importance of television today. Your team is given the task to promote television advertising to a client and you are required to help your team by providing **FIVE (5)** advantages of television advertising to them.

Question 2

A properly constructed situation analysis is necessary in order to provide the information and insights to construct a communication plan that will meet the brand and marketing objectives. Demonstrate the best situation analysis and apply the situation analysis to the situations below:

You are given the task by a company to promote;

- i. Apple for breakfast
- li. After work exercise

You must provide **TWO (2)** points in each analysis.

Question 3

Identify any **TWO (2)** review timing and explain **THREE (3)** importance points of the review timing to the consumer's purchase of brand. Provide each review timing with **ONE (1)** example.

END OF EXAM