



SCHOOL OF LIBERAL ARTS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DPR 2401 PRINCIPLES OF ADVERTISING**
Semester & Year : January -April 2016
Lecturer/Examiner : Nanthakumar Naiker
Duration : 2 Hours

INSTRUCTONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (30 marks) : THIRTY (30) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
PART B (70 marks) : Answer all FIVE (5) structured-type 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 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 = 6 (Including the cover page)

PART B

INSTRUCTION(S)

: SHORT ANSWER QUESTIONS (70 marks)

:There are FIVE (5) short answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

1(a) Explain all the 4P's and 4C's from Integrated Marketing Communication. (8 marks)

1(b) Point out FIVE (5) out of SEVEN (7) functions of advertising with one example each. (10 marks)

1(c) Explain the FIVE (5) advertising classification with one example each. (10 marks)

Question 2

Classify the FIVE (5) major categories in media. Provide a definition of each category and an example to support it. (10 marks)

Question 3

3(a) Briefly explain the roles of local advertising agencies. (6 marks)

3(b) Briefly explain any FOUR (4) types of advertising agencies. (8 marks)

Question 4

There are FIVE (5) ways advertising agencies are compensated for their services. Provide an example for each category. (10 marks)

Question 5

Relationship is vital between client and agency in order to work together; discuss the FOUR (4) stages in client / agency relationship. (8 marks)

END OF EXAM PAPER