



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 : January - April 2016
 Lecturer/Examiner : Ms. Yivonn Mah
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:
 - PART A (15 marks) : 15 multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
 - PART B (85 marks) : Answer ALL 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 = 6 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (85 MARKS)

INSTRUCTION(S) : SIX (6) short answer questions. Answer ALL questions in the Answer Booklet(s) provided.

Question 1



Above is a very successful business collaboration global event done by H&M and Balmain in year 2015. It has taken the fashion consumers by storm. Discuss the retail promotion strategy as illustrated in the above and the effectiveness of such promotion from the brand and consumers' perspectives.

(14 marks)

Question 2

Discuss **THREE (3)** advantages and **TWO (2)** disadvantages of advertising on radio.

(15 marks)

Question 3

Explain the purposes of consumer promotions and the useful types of consumer promotions for each. Include examples in your answers.

(16 marks)

Question 4

Demonstrate the steps involved in planning a retail promotional strategy for a departmental store.
(10 marks)

Question 5

FREE GIFT ESTÉE LAUDER

Your Free 7-Piece Summer Gift
online & in-store with any \$34 skin care
or foundation purchase*

Estée Lauder skin care

Estée Lauder foundation

shop all Estée Lauder

find a store



Name and describe this type of consumer promotion as illustrated above, and discuss the various types of this specific promotion.

(15 marks)

Question 6

Discuss **THREE (3)** advantages of using music to create an effective advertisement.

(15 marks)

END OF QUESTION PAPER