

## BERJAYA BUSINESS SCHOOL

### FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

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Subject Code & Name : **DRL 2303 ADVERTISING AND PROMOTION FOR RETAIL**

Semester & Year : January - April 2017

Lecturer/Examiner : Chang Sheau Huey

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 THREE (3) 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 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.

**PART A : MULTIPLE CHOICE QUESTIONS (30 MARKS)**

**INSTRUCTION(S)** : Questions 1 to 30 are multiple choice questions. Answer ALL questions on the answer sheet provided.

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1. Which of the following **BEST** describe a customer orders a product by mail, phone, or fax?
  - A. Sales promotion
  - B. Direct marketing
  - C. Internet marketing
  - D. Personal selling
  
2. Which of the following is a major limitation to direct marketing for a retailer?
  - A. It is difficult to pinpoint consumer segments through mailings
  - B. Customer shopping is generally inconvenient
  - C. Pricing may be difficult to plan since catalogs need to be prepared well in advance
  - D. Startup costs are generally very high
  
3. What is the major difference between retailer and manufacturer advertising strategies?
  - A. Retailers are more concerned with institutional advertising
  - B. Retailers have more geographically concentrated target markets than manufacturers
  - C. Retailers generate cooperative advertising programs
  - D. Retailers are more prone to use radio and television media than manufacturers
  
4. Which of the following are characteristics of direct marketing?
  - A. Exposure to a good or service through a non-personal medium and ordering via mail, phone, fax or computer
  - B. Exposure to a good or service through a personal medium and ordering via personal interaction
  - C. Exposure to a good or service through a personal medium and ordering via mail, phone, fax, or computer
  - D. None of the above
  
5. Which of the following **BEST** describe any communication by a retailer that informs, persuades, and/ or reminds the target market?
  - A. Advertising
  - B. Channel of communication
  - C. Retail promotion
  - D. Public relations
  
6. Which of the following **BEST** describe the form of promotion that can be distinguished by media payment, a non-personal presentation, out-of-store mass media, and an identified sponsor?
  - A. Advertising
  - B. Public relations
  - C. Personal selling
  - D. None of the above

7. Which of the following media can be classified as dailies, weeklies, and/ or shoppers?
  - A. Newspapers
  - B. Direct mail
  - C. Flyers/ circulars
  - D. Telephone directories
8. Which of the following is a disadvantage of advertising?
  - A. A small audience is attracted
  - B. Few alternative media are available
  - C. The message is standardized and inflexible
  - D. Retail control over message timing and content is low
9. What is the major difference between advertising messages and personal selling presentations?
  - A. Creation of awareness
  - B. Wholesaler involvement
  - C. Total costs
  - D. Flexibility
10. What is the basic distinction between advertising and publicity?
  - A. Publicity only deals with print media
  - B. In publicity, the media are not paid
  - C. Publicity is regulated by the Robinson Patman Act
  - D. Publicity is non-personal
11. Which of the following is an example of a good retail promotional objective?
  - A. Increase store loyalty
  - B. Increase store traffic
  - C. Encourage shoppers to recommend friends
  - D. Increase sales by 20 percent over the same period last year
12. Which of the following **BEST** describe the promotion forms that most stresses increasing short-run sales volume and emphasizes novelty?
  - A. Public relations
  - B. Advertising
  - C. Sales promotion
  - D. Personal selling
13. Which of the following is the first step in planning a retail promotion strategy?
  - A. Determine the promotional mix
  - B. Evaluating the success of past promotional strategies
  - C. Establish an overall promotional budget
  - D. Determining promotional objectives
14. One of the retail advertising objectives is to generate retail store traffic. How do retailers achieve these objectives?
  - A. By providing special sales incentives and corporate events during holidays
  - B. By creating sales event, organising promotion and providing product demonstrations
  - C. By creating sales event, promotion and stock check
  - D. By organising special events and incentives to the sales staff

15. Which of the following is **NOT** a characteristic of sales coupon?
- A. A document that can be exchanged for a discount or rebate when purchasing product
  - B. Often widely distributed through mail, magazines, newspapers, the internet, retailers and mobile phones
  - C. Can be used to exchange for goods or services without any expiry dates
  - D. Issued by consumer goods manufacturers or by retailers, to be used in retail stores as a part of sales promotion
16. Which of the following is **NOT** an advantage of having a retail promotion?
- A. To encourage new customers coming to the retail store
  - B. The customer can return or exchange their goods with the retailer
  - C. To encourage customers to participate in the contest and events
  - D. To help draw customer traffic and maintain loyalty to the retailer
17. Why is it important for retailers to organise a retail publicity program?
- A. To attract local customers and to build relationship with local suppliers
  - B. To encourage repeat purchases from local customers
  - C. To participate in local community
  - D. To build positive image with local community and to have an edge over competitors
18. Who are often the targets of promotional offers such as coupons, bonus packs, premiums, and samples?
- A. Consumers
  - B. Retailers
  - C. Salesperson
  - D. Suppliers
19. Which of the following term **BEST** describe the most magazines that are published for special-interest groups?
- A. Clutter
  - B. Reach
  - C. Flexibility
  - D. Selectivity
20. Which of the following **BEST** describe the term of "DAGMAR"?
- A. The most often used method of setting objectives
  - B. A model of consumer behavior
  - C. A philosophy of advertising goal setting
  - D. A method of setting sales objectives

21. Retail organizations use the Internet to disseminate their public relations information. How is the Internet used differently from traditional media?
- A. The Internet offers longer exposure times than other media
  - B. The Internet is confined by time and space limitations that do not inhibit other media
  - C. The Internet offers the ability to build internal links provide instant access to as most information as needed
  - D. The Internet is not used as public relations source
22. Which of the following is **NOT** a step in the basic communication process?
- A. The sender encodes and transmits a message
  - B. The sender identifies a message
  - C. The message is received and decoded
  - D. The sender provides feedback to the receiver
23. Which element in the retail promotion mix most often emphasizes novelty?
- A. Personal selling
  - B. Sales promotion
  - C. Advertising
  - D. None of the above
24. Once the advertising message is implemented and executed, creative strategy will determine the success of advertising and promotional campaign. Then, attention turns to the specific type of advertising appeal and execution format to carry out the creative plan. Which step takes place in creative strategy?
- A. Planning
  - B. Development
  - C. Implementation
  - D. Evaluation
25. Personal selling, most notable, differs from the other forms of promotional communication due to which of the following factors?
- A. The opportunity for direct and immediate feedback
  - B. The complex nature of relationship with the receiver
  - C. The symbolic nature of the interpersonal relationship
  - D. None of the above
26. Which of the following is the last step in planning a retail promotion strategy?
- A. Determine the promotional mix
  - B. Evaluating the success of past promotional strategies
  - C. Establish an overall promotional budget
  - D. Determining promotional objectives

27. Which of the following is the reason of measuring the effectiveness of promotional programs?
- A. To avoid costing mistakes
  - B. To evaluate alternative strategies
  - C. To increase the efficiency of advertising in general
  - D. All of the above
28. Which of the following is **CORRECT** for the type of promotional mix?
- A. Direct marketing, sales margin, advertisement
  - B. Advertising, sales promotion, direct marketing
  - C. Advertising, sales promotion, direct interview
  - D. None of the above
29. Which of the following **BEST** describe 3 characteristics of retail advertising?
- A. Inform, persuade, target
  - B. Inform, persuade, remind
  - C. Inform, announce, show
  - D. Inform, promote, entertain
30. An article in the ***Financial Times (2012)*** about a new lung cancer drug made by AstraZeneca, said “the drug was not the miracle drug it was supposed to be”. The article described how the drug had been linked with 174 deaths in eight months and 300 cases of serious side effects. Which of the following examples **BEST** explain this article?
- A. Negative publicity
  - B. Positive publicity
  - C. Controlled public relations
  - D. Image advertising

**END OF PART A**

**PART B : STRUCTURAL TYPE QUESTIONS (70 MARKS)**

**INSTRUCTION(S)** : Answer all **THREE (3)** questions. Write your answers in the Answer Booklet(s) provided.

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1. a) Compare **TWO (2)** differences between brand image and brand loyalty. [10 marks]
- b) Illustrate the communication process used by a retailer and consumer. [6 marks]
- c) Briefly explain **TWO (2)** basic model of communication. [4 marks]

**[Total: 20 marks]**

2. a) Briefly elaborate the purpose of having DAGMAR. [5 marks]
- b) Marketers often use price/ quality characteristics to position their brands, hence price policy places a vital role in the industry. Identify and describe **FOUR (4)** objectives of price policy. Provide examples for each of them to support your answer.

[20 marks]

**[Total: 25 marks]**

3. a) Illustrate a media planning and strategy process that used by a retailer. [5 marks]
- b) Retailers have to develop various types of sales promotional techniques to gain competitive advantage and generate footfall. Justify **FIVE (5)** types of sales promotional techniques that are commonly applied by retailers. Provide examples to support your answer.

[20 marks]

**[Total: 25 marks]**

**END OF EXAM PAPER**