

BERJAYA BUSINESS SCHOOL**FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **RTL 2123 RETAIL ADVERTISING AND PROMOTION**

Trimester & Year : January - April 2019

Lecturer/Examiner : Wong Siew Fong

Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES**1. This question paper consists of 2 parts:****PART A (15 marks) : Answer all FIFTEEN (15) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.****PART B (85 marks) : Answer all FIVE (5) 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 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.

PART B : SHORT ANSWER QUESTIONS (85 MARKS)

INSTRUCTION(S) : Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

- Q1. Define the following:
- a) Integrated Brand Promotion. [5 marks]
 - b) How does IBP contribute to the marketing of a brand? [10 marks]
- Q2. Identify the key players in advertising and their roles in creating effective communication.
- a) Identify the **FIVE (5)** types of key players. [10 marks]
 - b) Explain the **FIVE (5)** roles in effective advertising [10 marks]
- Q3. Discuss the key ethical issues that affect the practice of advertising and provide examples.
- a) Stereotype [10 marks]
 - b) Targeting Children [10 marks]
- Q4. Briefly explain the steps involved in creative strategy in advertising.
- a) Illustrate the **FOUR (4)** steps process. [12 marks]
 - b) Explain how it can impact the performance of the advertiser. [3 marks]
- Q5. Explain what is a Media strategy and how does it impact to the overall IBP program?
- a) Explain Media Strategy. [5 marks]
 - b) Explain **TWO (2)** ways it can impact the IBP program [10 marks]

END OF EXAM PAPER