



**BERJAYA SCHOOL OF COMMUNICATION AND MEDIA ARTS**

**FACULTY OF LIBERAL ARTS**

**FINAL ASSESSMENT**

**Course Code & Name : COM1814 PRINCIPLES OF ADVERTISING AND BRANDING**

**Semester & Year : January - April 2020**

**Lecturer/Examiner : Ms Alicia Loo**

### QUESTION 1

- 1 (a) Identify and explain **THREE (3)** types of advertising. Provide your own example for each type and insert the images of your examples in your answer. (9 marks)
- 1 (b) Advertising plays several roles in society. Explain **TWO (2)** roles in the context of the 1984 Apple's Macintosh Commercial discussed in class. (6 marks)
- 1 (c) Explain **TWO (2)** ways how advertising today is different from traditional advertising. Support your explanation by using the Gatorade's Sweat It to Get It Campaign discussed in class. 10 marks)

### QUESTION 2

- 2 (a) Explain **FIVE (5)** stages of the consumer decision process. (10 marks)
- 2 (b) Miriam purchased a new car last month, but she later read a news article indicating some problems of the car she just bought. Explain **THREE (3)** ways she could react to the information she read so that she does not regret the decision of purchasing the car. (6 marks)
- 2 (c) Explain **THREE (3)** social elements that affect the decision making process in purchasing a product. For each element, provide your own example of how an advertiser could take the social element into consideration while designing its advertising and marketing strategy. (9 marks)

### QUESTION 3

- 3 (a) Identify **TEN (10)** different approaches used in advertising. Provide your own example for each approach and insert the images of your examples in your answer. (20 marks)
- 3(b) An effective fear-appeal advertisement includes severity information, susceptibility information, response efficacy information, and self-efficacy information. Assume that you have been assigned to produce an anti-smoking public service announcement (PSA), state the exact texts that you would write in the PSA for all **FOUR (4)** types of information. (4 marks)

### QUESTION 4

- 4(a) Explain the terms brand identity, brand image, and brand personality. Using a well-known brand of your own choice (except for H&M, Apple, and Harley-Davidson), differentiate its identity, image, and personality. (9 marks)
- 4(b) Explain **THREE (3)** ways how a firm would benefit from having a strong brand. (6 marks)

## QUESTION 5

For many years, the position of the Catholic Church on what is generally called “gay persons” has been quite adamant. It was crystallized with emphasis in the annual Christmas message of the Pope Benedict on December 22, 2012, when he declared that homosexuality destroyed the essence of the human creature. He claimed that a person’s gender identity is God-given and unchangeable. As a result, he sees gay marriage as a manipulation of nature.

The ensuing reaction by various groups of the LGBT community was quick and loud. A protest was staged at St. Peter’s Square. “Equally blessed,” a coalition of Catholic organizations in the U.S. that supports gay marriage, repudiated the Pope’s claims.

In late February 2013, Pope Benedict announced that he was resigning due to his advanced age of 85 years old. A spokesman stressed that the pope’s decision was not because of any external pressure.

A new pope, Pope Francis, was selected on March 13, 2013. Acting more as a plain fellow man than a bearer of judgment, Pope Francis aimed for a Catholic Church to be more open to all kinds of people.

In a wide-ranging published interview over three meetings in August 2013, the pope answered critics who wanted him to speak up about gay marriage and the role of women in the church. Significantly, Pope Francis repeated his own statement about gays: “Who am I to judge?” He also stated that women must play a key role in church decisions.

The interview was conducted by the Rev. Antonio Spadaro, editor of a Jesuit journal based in Rome. Jesuits from around the world submitted questions to Spadaro, and the pope answered them with the honesty and humility that has come to typify his papacy. The pope approved the transcript in Italian, and advance copies of the interview were provided to several news organizations.

Some American Catholics complain that Francis has been largely silent on issues such as abortion and contraception. But the pope claims the church’s teachings on those issues are clear. “It is not necessary to talk about these issues all the time,” Francis said.

Only false prophets claim to have all the answers, Francis said. “The great leaders of the people of God, like Moses, have always left room for doubt,” he said. “You must leave room for the Lord.”

Based on the passage above, answer the following questions:

- 5(a) Identify and explain the type of brand activity Pope Francis engages through the interview. (3 marks)
- 5(b) Describe what you would imagine the target population to be for the new Pope’s message. (2 marks)
- 5(c) Identify **TWO (2)** ways to judge if Pope Francis has been successful with his message. (2 marks)
- 5(d) In your assessment, how likely is Pope Francis to be successful? Why? (4 marks)