

BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS

FACULTY OF LIBERAL ARTS

OFFLINE FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **COM1844 INTEGRATED MARKETING COMMUNICATION**

Semester & Year : Jan – April 2020

Lecturer/Examiner : Dr. Wong Kok Keong

Duration : 72 Hours (3 Days)

INSTRUCTIONS TO CANDIDATES:

Answer all **FIVE (5)** questions. Each question carries 20 marks.

You may access the exam paper starting at 10am on 21 April 2020.

You must submit your answer not later than 10am on 24 April 2020.

INSTRUCTIONS: Answer ALL FIVE (5) essay questions. Keep in mind the following:

- **Change 2 or 3 words in my sentence in the lecture notes when explaining or defining concepts/theories/models in your answer.**
- **Always use your examples, and show how they would apply. Just listing an example (e.g., iPhone 11 promotion) is not enough.**
- **Always support or defend your claim/position adequately.**

- 1) Do parts (a), (b), and (c) below about Integrated Marketing Communication (or IMC).
 - (a) Identify **THREE (3)** important characteristics of IMC and explain why they are important. *(7.5 marks)*
 - (b) Explain **THREE (3)** reasons for changes in marketing that have contributed to the rise of IMC. *(7.5 marks)*
 - (c) Explain briefly how IMC is different from traditional marketing, and discuss **TWO (2)** reasons why IMC is the better approach to marketing for the corporate world in this age of digital, social media. *(5 marks)*

- 2) Do parts (a), (b) and (c) below on public relations as a tool of IMC.
 - (a) Explain **ONE (1)** reason why it has been difficult to fit public relations into IMC. Explain **ONE (1)** method how public relations can be made to fit. *(8 marks)*
 - (b) Discuss **ONE (1)** advantage and **ONE (1)** disadvantage of public relations in IMC. *(8 marks)*
 - (c) What do you think: should public relations be part of IMC? Defend your position. *(4 marks)*

- 3) Do parts (a), (b) and (c) below about branding in IMC.
 - (a) Branding involves **Central Positioning** and **Differentiated Positioning**. Explain what they are, and show how they can be applied using specific examples. *(10 marks)*
 - (b) Explain brand attitude and how it may come about through the expectancy-value model. Use a specific example to show how the model can be applied. *(5 marks)*
 - (c) Explain brand equity, and show its application through a specific example. *(5 marks)*

- 4) Assume your company is introducing a new brand of toothpaste. Answer parts (a) and (b) below:
 - (a) What are the **SIX (6)** questions your company needs to answer before starting on the IMC plan? Offer some explanation for each of the six. *(15 marks)*
 - (b) After you have addressed the above six questions, list the **FIVE (5)** parts in the IMC strategic planning process. Which **ONE (1)** of the five you think is the best to start off with for the toothpaste company? Why? Offer **ONE (1)** explanation. *(5 marks)*

- 5) Two of the more important elements or tools in IMC are advertising and promotion. Answer parts (a), (b) and (c) below:
 - (a) Discuss **ONE (1)** similarity and **ONE (1)** difference between advertising and promotion, making sure you explain key concept(s) involved. *(8 marks)*
 - (b) Some have argued that the traditional practice of advertising is the better IMC tool than promotion. Explain **TWO (2)** reasons why. *(8 marks)*
 - (c) What do you think? Is the traditional practice of advertising still the better IMC tool? Offer **ONE (1)** reason for your position, making sure it is not a point already given in your answer to (b) above. *(4 marks)*

END OF EXAM