



## FACULTY OF BUSINESS

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **RTL2123 Retail Advertising and Promotion**  
 Semester & Year : January -April 2020  
 Lecturer/Examiner : Ms. Jean Tan Chew Chin  
 Duration : 3 Hours

### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of TWO (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 FIVE (5) short essay questions. Answers are to be written in the answer booklet provided.
2. Candidates are not allowed to bring any unauthorised 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.

**Total number of pages = 5 (Including the cover page)**

**PART B : SHORT-ESSAY QUESTIONS (85 MARKS)**

**INSTRUCTION(S)** : Answer **FIVE (5)** short-essay questions. Answers are to be written in the answer booklet provided.

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**Question 1**

Advertising and promotion is an integral part of a retail in promoting the brand.

a) Describe **THREE (3)** areas why advertising and promotion is critical for business success. (9 marks)

b) Explain **FOUR (4)** ways to build and maintain your brand and reputation. (8 marks)

**(TOTAL: 17 marks)**

**Question 2**

The effective advertising platforms are those that have the ability to push and advertise through a complete mass- media ecosystem.

a) Define Mass media. (2 marks)

b) Describe the **FIVE (5)** advantages and disadvantages of internet in advertising platforms to attract audience. (15 marks)

**(TOTAL: 17 marks)**

**Question 3**

a) Explain why influence marketing is getting very popular with the GEN Z in Business and Society. (5 marks)

b) Explain what are the **FOUR (4)** differences between traditional media and social media. (12 marks)

**(TOTAL: 17 marks)**

**Question 4**

The fundamental role of an advertising message is to communicate information, it does much more.

a) Explain **THREE (3)** reasons, why advertising need creativity. (9 marks)

b) Explain **FOUR (4)** reasons how to ignite creativity through teams. (8 marks)

**(TOTAL: 17 marks)**

**Question 5**

Retailers, like Dior brand in Malaysia, spend their largest portion of their marketing budget on advertising and promotions:

a) Describe **FOUR (4)** effective advertising plans for DIOR. (8 marks)

b) Describe **THREE (3)** effective selling strategies for DIOR. (9 marks)

**(TOTAL: 17 marks)**

**END OF QUESTION PAPER**

