



BERJAYA SCHOOL OF COMMUNICATION AND MEDIA ARTS

FACULTY OF LIBERAL ARTS

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **COM3114 Media Planning & Management**
Trimester & Year : January – April 2021
Lecturer/Examiner : Ms Amalina Mustaffa
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (70 marks) : FIVE (5) short answer questions. Answer ALL questions. Answers are to be written in the column provided.
PART B (30 marks) : ONE (1) short essay question. It is mandatory to answer this question. Answers are to be written in the column provided.
2. Candidates are not allowed to refer to any unauthorized materials during the online exam.

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 = 3 (Including the cover page)

PART A : FIVE (5) STRUCTURED QUESTIONS (SHORT ANSWERS) (70 MARKS)

INSTRUCTION(S) : ANSWER ALL QUESTIONS

Question 1

Explain what are paid media, owned media and earned media, and provide **ONE (1)** example for earned and owned media only.

(12 marks)

Question 2

Explain **THREE (3)** importance of media mix, and the usage of media mix.

(8 marks)

Question 3

Discuss the **TWO (2)** categories of paid media and support the discussion using **TWO (2)** examples for each category.

(16 marks)

Question 4

A full page advertisement in Gardens & Tools, an English monthly magazine with a circulation of 70,000 will cost you RM25,000.00. While magazine Landscape Depot, with a circulation of 72,000 charges RM26,000.00 for the same full page advertisement. Both magazines cater for architects, interior designers as well as home owners. Analyze the cost-per-thousand (CPM) for Garden & Tools and Landscape Depot and provide **FIVE (5)** arguments on why one magazine is better than the other in terms of CPM.

(14 marks)

Question 5

Discuss **FOUR (4)** important components in the media tactics framework. Provide **ONE (1)** example in each component.

(20 marks)

END OF PART A

PART B : ONE (1) ESSAY QUESTION

(30 MARKS)

INSTRUCTION(S) : ANSWER ALL QUESTIONS

Question 1

A properly constructed situation analysis is necessary in order to provide the information and insights to construct a communication plan that will meet the brand and marketing objectives. Demonstrate the best situation analysis and apply the situation analysis to the situations below.

You are given the task by a company to promote:

- i. Banana for breakfast, and
- ii. After work exercise.

(30 marks)

END OF EXAM