



BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS
Faculty of Liberal Arts

FINAL EXAMINATION (ONLINE)

Course Code & Name : **COM 1814 Principles of Advertising & Branding**
Trimester & Year : May – August 2021
Lecturer/Examiner : Eugene Foo
Exam Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- Answer all **NINE (9)** questions below.
- Use double-spacing.
- This is an online exam and it should be completed independently, without discussion with other students or individuals.
- Use your own words or 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 12 promotion) is not enough.
- Always support or defend your claim/position adequately.

Total Number of pages = 3 (Including the cover page)

INSTRUCTION: Answer ALL NINE (9) questions.

QUESTION 1

Identify and explain any **FOUR (4)** types of advertising. Provide **ONE (1)** example for each type and attach the images of your examples in your answer. You may search for external resources online for examples. **(12 Marks)**

QUESTION 2

Explain **FOUR (4)** roles of advertising in society. Provide examples for each role. **(12 Marks)**

QUESTION 3

Discuss **TWO (2)** differences between traditional advertising and advertising today? Provide **ONE (1)** example for each point. **(6 Marks)**

QUESTION 4

Explain **FIVE (5)** stages of the consumer decision process. **(10 Marks)**

QUESTION 5

Explain the Elaboration Likelihood Model (ELM). Additionally, explain **THREE (3)** aspects of Central Route and Peripheral Route processing in ELM. You must provide **ONE (1)** example for each of the two routes in the form of images. You may refer to external sources online. Attach your image examples to your submission. **(10 Marks)**

QUESTION 6

Discuss the **FOUR (4)** common types of market segmentations. Provide an example of for each type of segmentation. **(12 marks)**

QUESTION 7

Explain **FOUR (4)** major stages of a typical product life cycle by providing at least **THREE (3)** characteristics that describe each major stage. Provide **ONE (1)** example of a product or brand for each major stage **(20 Marks)**

QUESTION 8

The creative process can involve different styles of thinking. Discuss **THREE (3)** differences between fact-based thinking and value-based thinking. Provide **ONE (1)** example for each style. **(8 Marks)**

QUESTION 9

Discuss the **FIVE (5)** steps of the creative pyramid model that is commonly used as a guide to formulating copy and art. **(10 Marks)**

(END OF EXAM)