

**BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS**

**Faculty of Liberal Arts**

**FINAL EXAMINATION (ONLINE)**

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

Trimester & Year : May - Aug 2021

Lecturer/Examiner : Dr. Wong Kok Keong

Duration : 3 Hours

**INSTRUCTIONS TO CANDIDATES**

- **Answer all questions in Part A and Part B.**
- **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., the press release) is not enough.**
- **Always support or defend your claim/position adequately.**

**Total Number of pages = 3 (Including this cover page)**

**PART A : SHORT-ANSWER QUESTIONS (60 MARKS)**

**INSTRUCTIONS** : Answer **ALL SIX (6)** questions.

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1. Do parts (a) and (b) below on Integrated Marketing Communication or IMC. *(12 marks)*
  - (a) Explain **THREE (3)** important characteristics of Integrated Marketing Communication (IMC). *(2 marks per characteristic)*
  - (b) Discuss **THREE (3)** reasons for changes in marketing that have contributed to the rise of IMC. *(2 marks per reason)*
  
2. Do parts (a) and (b) below. *(8 marks)*
  - (a) Explain **ONE (1)** difference between corporation and organisation. *(4 marks)*
  - (b) Explain **ONE (1)** difference between corporate identity and corporate image. *(4 marks)*
  
3. A major part of the strategic concepts/elements of IMC include brand **positioning**, brand **equity**, and brand **attitude**. Using a specific example of a brand from a company such as Apple, Starbucks, McDonalds or a company of your choice, explain all **THREE (3)** concepts. Make sure your explanations also make clear the differences. *(12 marks)*
  
4. Do parts (a) and (b) below on public relations (PR) as a tool of IMC, and use your BlueGo as an example. *(12 marks)*
  - (a) Explain how PR will work when applied to BlueGo. Also, when you write a press release for BlueGo, who is the message intended for and how is the message passed to the intended consumers? *(3 marks each)*
  - (b) Discuss **ONE (1)** difference between PR and advertising and **ONE (1)** reason why public relations is better than advertising. *(3 marks each)*
  
5. Explain the **THREE (3)** types of corporate communication, using examples to illustrate. Also, use **ONE (1)** specific example to explain the concept of legend in corporate communication *(12 marks)*
  
6. Use a specific example to explain Unique Selling Proposition (USP) as a way of branding in IMC. *(4 marks)*

**END OF PART A**

**PART B : SHORT-ESSAY QUESTIONS (40 MARKS)**

**INSTRUCTIONS** : Answer **the TWO (2)** questions given.

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1. Do parts (a), (b) and (c) below on advertising on the internet. *(20 marks)*
  - (a) Discuss **THREE (3)** advantages of advertising on the internet. *(2.5 marks per advantage)*
  - (b) Discuss **THREE (3)** disadvantages of advertising on the internet. *(2.5 marks per advantage)*
  - (c) In your view, how has advertising on the internet generally benefited consumers? Explain **ONE (1)** reason for your position, making sure the reason is not a repeat of any of the three advantages you provided earlier in your answer. *(5 marks)*
  
2. Two of the more important elements or tools in IMC are advertising and promotion. Answer parts (a), (b) and (c) below. *(20 marks)*
  - (a) Explain **ONE (1)** similarity and **ONE (1)** difference between advertising and promotion, making sure you explain key concept(s) involved. *(4 marks each)*
  - (b) Some have argued that the traditional practice of advertising is the better IMC tool than promotion. Explain **TWO (2)** reasons why. *(4 marks each)*
  - (c) What do you think? Is the traditional practice of advertising still the better IMC tool? Offer **ONE (1)** reason for your position. *(4 marks)*

**END OF EXAM PAPER**