



Private & Confidential

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 : May 2022 – Aug 2022  
Lecturer/Examiner : Goh Poh Kim  
Duration : 3 Hours

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (15 marks) : FIFTEEN (15) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.  
PART B (85 marks) : FOUR (4) structured-type 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 A : MULTIPLE-CHOICE QUESTIONS (15 MARKS)**

**INSTRUCTION(S)** : Answer all **FIFTEEN (15)** multiple-choice questions. Answers are to be written in the Multiple-Choice Answer Sheet provided.

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**END OF PART A**

**PART B : STRUCTURED-TYPE QUESTIONS (85 MARKS)**

**INSTRUCTION(S)** : Answer all **FOUR (4)** questions. Write your answers in the Answer Booklet(s) provided.

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**Question 1**

Advertising is an important tool used by companies for integrated brand promotions. Discuss **FIVE (5)** tasks that an effective advertisement will enhance for the companies.

(20 marks)

**Question 2**

The goal of a media plan is to be efficient and to gain maximum exposure at minimum cost.

a) Differentiate between **Above-the line promotions** and **Below-the-line promotions** media expenditure.

(5 marks)

b) Media planning is important in order for the advertisement to be effective. Explain the four media planning strategies.

(20 marks)

**[Total: 25 marks]**

**Question 3**

“Advertising needs to be creative”.

Explain **FIVE (5)** reasons why the above statement is important.

(20 marks)

**Question 4**

In order to gauge the effectiveness of the advertising from the consumers, advertising agency can use several methods. Discuss **FIVE (5)** such methods.

(20 marks)

**END OF EXAM PAPER**