

FACULTY OF EDUCATION & ARTS

BACHELOR OF COMMUNICATION (HONS)

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **COM1814 PRINCIPLES OF ADVERTISING & BRANDING**

Semester & Year : May - August 2024

Lecturer/Examiner : Dr. Wong Kok Keong

Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (60 marks) : FIVE (5) short-answer questions. Answer ALL questions.
PART B (40 marks) : TWO (2) short-essay questions. Answer BOTH questions. Each question carries TWENTY (20) marks.

Answers are to be written in the answer booklet provided.

- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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 Student Handbook, up to and including expulsion from BERJAYA University College.

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

PART A : SHORT-ANSWER QUESTIONS (60 MARKS)

INSTRUCTIONS : Answer all **FIVE (5)** questions.

1. Identify and explain any **THREE (3)** types of advertising used by corporate advertisers to advertise their brand or business. Provide **ONE (1)** example for each type to illustrate your answer. **(12 marks)**

2. Explain **TWO (2)** contributions of advertising and **TWO (2)** concerns over advertising. In your view, do you think the contributions outweigh the concerns over advertising? Support your position with **ONE (1)** reason that was **NOT** given earlier in your answer on contributions and concerns. **(12 marks)**

3. Explain branding, and **ONE (1)** reason why corporations are increasingly focusing on it. Also, discuss personal branding, and use a specific example to illustrate. **(14 marks)**

4. Explain the **FIVE (5)** stages in the consumer buying process. **(10 marks)**

5. Answer (a) and (b) below on advertising developments: **(12 marks)**
 - a) Other than new products or updated versions of existing products, advertisement is mostly not successful at getting people to buy things that have been around for some time (e.g., Coca-Cola). But, then, lots of money continue to spend on advertising on products that have been around for some time (e.g., Coca-Cola). Discuss **TWO (2)** reasons why. **(6 marks)**

 - b) Since the past decade or earlier, advertisers have attempted to attach their support for social causes to their ads/commercials. Why is it that consumers should approach their efforts with scepticism or should not take them seriously? Discuss **TWO (2)** reasons. **(6 marks)**

PART B : SHORT-ESSAY QUESTIONS (40 MARKS)

INSTRUCTIONS : Answer all **BOTH (2)** questions.

1. Industrialization, globalization and rise of information technology have had major impacts on advertising. Answer (a) and (b) below: **(20 marks)**
- (a) Discuss the impacts on the following three areas by describing the situations **before and after industrialization** and explaining how industrialization brought about the differences: **(12 marks)**
- (i) product differentiation
 - (ii) who would be the main advertisers
 - (iii) means of advertising used
- (b) Discuss how each of the three areas (i), (ii), (iii) above are undergoing changes due to globalization and rise of information technology in more recent years. **(8 marks)**
2. Answer (a) and (b) below on branding: **(20 marks)**
- (a) To understand how branding works, it is important to understand the three key elements that make up a brand. Explain the **THREE (3)** elements using examples to illustrate. **(9 marks)**
- (b) A strong brand can perform four things for a company. List all **FOUR (4)** of them and describe what each is about. Then, pick the **THREE (3)** that you think are the more important of the four and why they are the more important ones. **(11 marks)**

-- END OF EXAM PAPER --