



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **BMK2402 PRINCIPLES OF ADVERTISING**
 Semester & Year : May - August 2017
 Lecturer/Examiner : Wong Siew Fong
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:
 - PART A (15 marks) : Answer FIFTEEN (15) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
 - PART B (85 marks) : Answer FIVE (5) short answer questions. 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 of Hospitality 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 of Hospitality.

Total Number of pages = 5 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (85 MARKS)

INSTRUCTION(S) : Answer all **FIVE (5)** questions. Write your answers in the Answer Booklet(s) provided.

Q1. Your advertising agency is planning a new advertising campaign for Papa John's Pizza. As a media planner, you have been given a few tasks in planning a successful campaign.

a) Propose **TWO (2)** media for this campaign (10 marks)

b) Explain **TWO (2)** justifications for each medium. (10 marks)

[Total= 20 Marks]

Q2. Pepsi-Cola is a brand of soft drink that has been around for a long time and has been advertised continuously over the last 50 years. From Pepsi's perspective:

a) Discuss **TWO (2)** advertising objectives of Pepsi- Cola. [10 marks]

b) Select **TWO (2)** types of media scheduling that they should select. [10 marks]

[Total= 20 Marks]

Q3. Briefly explain the following type of advertising appeals.

a) Discuss the use of **FEAR** and **HUMOR** appeal in advertising. [10 mark]

b) Provide **ONE (1)** example for FEAR & HUMOR advertisement [5 marks]

[Total= 15 Marks]

Q4. Define and explain the **AIDA** model used in Advertising.

a) Definition of AIDA Model [5 marks]

b) Explain the effect of AIDA model [10 marks]

[Total= 15 Marks]

Q5. Identify the ethical issues and standard regulations in the Advertising Industry.

a) Explain **TWO (2)** ethics of Advertising [10 marks]

b) Explain **TWO (2)** ethical issues, controversy and decency in advertisement. [5 marks]

[Total= 15 Marks]

END OF EXAM PAPER

