

BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **RTL1343 ADVERTISING AND PROMOTION IN RETAIL ENVIRONMENT**
 Semester & Year : May- August 2017
 Lecturer/Examiner : Wong Siew Fong
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 - PART A (30 marks) : Answer all THIRTY (30) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
 - PART B (70 marks) : Answer all FOUR (4) short answer questions. Answers are to be written in the Answer Booklet provided.**
2. Candidates are not allowed to bring any unauthorized 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 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.

PART B

: SHORT ANSWER QUESTIONS (70 MARKS)

INSTRUCTION(S)

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

Q1. Discuss the marketing functions and how advertising fits in the marketing mix?

- a) Discuss the **FOUR (4)** marketing functions. [10 marks]
- b) How does advertising fit in the marketing mix? [5 marks]

[Total=15 marks]

Q2. It is often difficult for retailer to determine which of the mass media forms are most appropriate to use.

- a) List **ONE (1)** advantage and disadvantage for using newspapers, television and radio.

[Total=15 mark]

Q3. Retailers often try to succeed or achieve its objectives in their marketing plan.

- a) Identify **TWO (2)** reasons for failing to achieve its objectives [10 marks]
- b) Identify **TWO (2)** reasons for achieving its objectives. [10 marks]

[Total=20 marks]

Q4. Compare the situations when advertising and personal selling are most effective in reaching and impacting consumers and their decision- making processes.

[Total=20 marks]

END OF EXAM PAPER