

**BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS**

**FACULTY OF LIBERAL ARTS**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_

Course Code & Name : **COM1844 INTEGRATED MARKETING COMMUNICATION**  
Trimester & Year : Sept - Dec 2019  
Lecturer/Examiner : Dr. Wong Kok Keong  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (60 marks) : Answer ALL SIX (6) questions. Write your answer in the Answer Booklet provided.  
PART B (40 marks) : Answer all TWO (2) questions. Write your answer 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 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 SIX (6)** questions.

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1. Identify **THREE (3)** important characteristics of Integrated Marketing Communication (IMC) and explain why they are important. *(6 marks total: 2 marks per characteristic)*
2. Explain **THREE (3)** reasons for changes in marketing that have contributed to the rise of IMC. *(6 marks total: 2 marks per reason)*
3. The strategic concepts/elements of IMC include corporate **identity**, corporate **image**, and corporate **reputation**. Using a specific example of a company such as Apple, Starbucks, Petronas, Astro TV, or a company of your choice, explain all **THREE (3)** concepts. Make sure your explanations also make clear the differences. *(12 marks total: 4 marks per concept)*
4. Do parts (a) and (b) below on advertising, as operating within the IMC framework. *(12 marks total)*
  - (a) Identify or list **FOUR (4)** main types of advertising in the IMC framework. *(1 mark each)*
  - (b) Of the four types you identified above, explain **TWO (2)** of them, illustrating with examples. *(4 marks each)*
5. Communication objective is perhaps the most important of the strategic roles of IMC. Identify and explain all **FOUR (4)** of the communication objectives in IMC. *(12 marks total; 3 marks per communication objective)*
6. Do parts (a) and (b) below about concepts in message processing in IMC. *(12 marks total)*
  - (a) List the **FOUR (4)** steps in the communication-response sequence in their correct order. Note: these four steps have been modified from McGuire's six steps in his information processing paradigm. *(1 mark per step)*
  - (b) Our memory also plays an important part in message processing. Identify and explain the **TWO (2)** types of memories that are important in IMC. *(4 marks per type)*

**END OF PART A**

**PART B : SHORT-ESSAY QUESTIONS (40 MARKS)**  
**INSTRUCTIONS : Answer the TWO (2) questions given.**

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1. Two of the more important elements or tools in IMC are advertising and promotion. Answer parts (a), (b) and (c) below. *(20 marks total)*
  - (a) Explain **ONE (1)** difference and **ONE (1)** similarity between advertising and promotion, making sure you explain key concept(s) involved. *(4 marks for difference and 4 marks for similarity)*
  - (b) Some have argued that the traditional practice of advertising is the better IMC tool than promotion. Explain **TWO (2)** reasons why. *(4 marks per reason)*
  - (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)*
  
2. Assume your company is introducing a new brand of sneaker. Answer parts (a) and (b) below. *(20 marks total)*
  - (a) What are the **SIX (6)** questions your company needs to answer before starting on the IMC plan? Offer some explanation for each of the six. *(2.5 marks each)*
  - (b) After you have addressed the above six questions, what is the strategic planning for IMC your company will need to start with? Why? Offer **ONE (1)** explanation. *(2.5 marks for the particular strategic planning and 2.5 marks for explaining why)*

**END OF EXAM**