BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS
Faculty of Liberal Arts

FINAL EXAMINATION (OFFLINE)

Course Code & Name	:	**COM 1814 Principles of Advertising & Branding**
Trimester & Year	:	September – December 2020
Lecturer/Examiner	:	Eugene Foo
Start of Exam & Time	:	22 December 2020 / 2.00 pm
End of Exam & Time	:	24 December 2020 / 2.00 pm

INSTRUCTIONS TO CANDIDATES

- This take-home exam will require you to answer all **NINE (9)** questions below.
- You must submit your answer no later than 48 hours after you have been granted access to the exam paper.
- Your answer must be clear and concise, your entire submission must not exceed a maximum of 2000 words using double spacing.
- Reference is not needed for this take home exam. In order to facilitate blind grading of the exams, do not put your name anywhere on your exam paper. Instead, you should put your student ID number in the upper left hand corner.
- Note that this exam is to be completed independently, without discussion with other students or individuals.
- Use your own words or change 2 or 3 words in my sentence in the lecture notes when explaining or defining concepts/theories/models in your answer.
- Always use your examples, and show how they would apply. Just listing an example (e.g., iPhone 12 promotion) is not enough.
- Always support or defend your claim/position adequately.

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

INSTRUCTION: Answer ALL NINE (9) questions.

QUESTION 1
Identify and explain any **FOUR (4)** types of advertising. Provide your own example for each type and attach the images of your examples in your answer. You may search for external resources online for examples. **(12 Marks)**

QUESTION 2
Identify and explain **FOUR (4)** roles of advertising in society. Use relevant examples to support your answers. **(12 Marks)**

QUESTION 3
Discuss **TWO (2)** differences between traditional advertising and advertising today? Provide **ONE (1)** example for each point. **(6 Marks)**

QUESTION 4
Explain **FIVE (5)** stages of the consumer decision process. **(10 Marks)**

QUESTION 5
Explain the Elaboration Likelihood Model (ELM). Additionally, explain **THREE (3)** aspects of Central Route and Peripheral Route processing in ELM. You must provide **ONE (1)** example for each of the two routes in the form of images. You may refer to external sources online. Attach your image examples to your submission. **(10 Marks)**

QUESTION 6
Discuss the **FOUR (4)** common types of market segmentations. Provide examples of for each type of segmentation **(12 marks)**

QUESTION 7
Explain **FOUR (4)** major stages of a typical product life cycle by providing at least **THREE (3)** characteristics that describe each major stage. Provide **ONE (1)** example of a product or brand for each major stage **(20 Marks)**

QUESTION 8
The creative process can involve different styles of thinking. Discuss **THREE (3)** differences between fact-based thinking and value-based thinking. Provide **ONE (1)** example for each style. **(8 Marks)**

QUESTION 9

Discuss the **FIVE (5)** steps of the creative pyramid model that is commonly used as a guide to formulating copy and art. **(10 Marks)**

(END OF EXAM)