

**BERJAYA SCHOOL OF COMMUNICATION & MEDIA ARTS**

**FACULTY OF LIBERAL ARTS**

**FINAL EXAMINATION (ONLINE)**

Student ID (in Figures) : 

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

Course Code & Name : **COM1844 INTEGRATED MARKETING COMMUNICATION**  
Trimester & Year : Sept - Dec 2020  
Lecturer/Examiner : Dr. Wong Kok Keong  
Duration : 3 Hours

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**INSTRUCTIONS: INSTRUCTIONS TO CANDIDATES**

1. Answer ALL SIX (6) essay questions, each with two or three parts. Keep in mind the following:
  - Always use your examples. If you use an example I have given in my lecture notes/slides, you will not be given any marks for it.
  - Always explain how the examples would apply. Just listing an example (e.g., iPhone 11 promotion) is not enough.
  - Always support or defend your claim/position adequately.
2. Candidates are not allowed to bring any unauthorised 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 Students' Handbook, up to and including expulsion from BERJAYA University College.

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

INSTRUCTIONS: Answer all **SIX (6)** questions.

1. Answer (a) and (b) below on Integrated Marketing Communication (IMC). *(16 marks)*
  - (a) Identify and explain **THREE (3)** characteristics of Integrated Marketing Communication or IMC. Then, offer your definition of IMC that must incorporate the three characteristics. *(10 marks)*
  - (b) In your opinion, is it better to do IMC as opposed to having advertising and public relations as separate entities as they were before the late 1980s? Explain **TWO (2)** reasons for your position. *(6 marks)*
  
2. 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. *(15 marks)*
  
3. Answer (a) and (b) below on unique selling proposition and brand equity. *(16 marks)*
  - (a) Use an example of a product to explain unique selling proposition (USP). How is it able to differentiate itself from other brands in the same product category? *(8 marks)*
  - (b) Use an example of a brand to illustrate brand equity. Make sure you explain how the concept operates on a communication level. *(8 marks)*
  
4. Answer (a) and (b) below about branding in IMC. *(16 marks)*
  - (a) Branding involves Central Positioning and Differentiated Positioning. Explain what they are, and show how they can be applied using specific examples. *(10 marks)*
  - (b) Explain brand attitude and how it may come about through the expectancy-value model. Use a specific example to show how the model can be applied. *(6 marks)*
  
5. Assume your company is introducing a new brand of smart phone. Answer (a) and (b) below. *(17 marks)*
  - (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. *(12 marks)*
  - (b) After you have addressed the above six questions, list the **FIVE (5)** parts in the IMC strategic planning process. Which **ONE (1)** of the five you think is the best to start off with for your smartphone? Why? Offer **ONE (1)** explanation. *(5 marks)*

6. Two of the more important elements or tools in IMC are advertising and promotion. Answer (a), (b) and (c) below. *(20 marks)*
- (a) Explain **ONE (1)** difference and **ONE (1)** similarity between advertising and promotion, making sure you explain key concept(s) involved. *(8 marks)*
- (b) Some have argued that the traditional practice of advertising is the better IMC tool than promotion. Explain **TWO (2)** reasons why. *(8 marks)*
- (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)*

**END OF EXAM**