FACULTY OF BUSINESS

FINAL EXAMINATION

Student ID (in Figures)   :

Student ID (in Words)   :

Course Code & Name : **RTL2123 RETAIL ADVERTISING AND PROMOTION**
Semester & Year : September – December 2021
Lecturer/Examiner : Angela Thexeira
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. **This question paper consists of 2 parts:**
   PART A (15 marks) : **FIFTEEN (15) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.**
   PART B (85 marks) : **FIVE (5) short questions. Answers are to be written in the Answer Booklet provided.**
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 = 5 (Including the cover page)

PART B : **STRUCTURED QUESTIONS (85 MARKS)**
INSTRUCTION(S) : **Answer ALL the questions. Write your answers in the Answer Booklet(s) provided.**

Question 1

a) Identify **five (5)** differences to promote a retail product. (5 marks)

b) An advertising message can be presented or executed in numerous ways. Briefly describe **six (6)** execution techniques. (12 marks)

Question 2

a) Define the term 'media'. (2 marks)

b) List **five (5)** types of media that a retailer can use. (5 marks)

c) Briefly explain the **five (5)** factors in media planning. (10 marks)

Question 3

a) Identify **two (2)** advantages and **two (2)** disadvantages of the following:

   i.   Newspapers (4 marks)
   ii.   Television (4 marks)
  iii.   Internet and digital media (4 marks)

b) Identify **five (5)** problems faced by newspaper advertising in the future. (5 marks)

Question 4

a) Define the meaning of 'sales promotion'. (2 marks)

b) List **five (5)** uses of sales promotion. (5 marks)

c) Describe briefly **five (5)** sales promotion tools for consumers. (10 marks)

Question 5

a) List any **three (3)** ways retailers can generate leads. (3 marks)

b) Personal selling is important to retailers selling products that require a long sales cycle. Describe the personal selling process. (14 marks)

END OF EXAM PAPER