

# UNIVERSITI TUN HUSSEIN ONN MALAYSIA

# FINAL EXAMINATION SEMESTER II **SESSION 2022/2023**

COURSE NAME

ADVERTISING & MARKETING

COURSE CODE

: DAG 21502

PROGRAMME CODE :

DAG

EXAMINATION DATE : JULY / AUGUST 2023

**DURATION** 

2 HOURS 30 MINUTES

INSTRUCTION

ANSWER ALL QUESTIONS 1.

2. THIS FINAL EXAMINATION IS AN **ONLINE ASSESSMENT AND** CONDUCTED VIA CLOSE BOOK.

3. STUDENTS ARE **PROHIBITED** TO CONSULT THEIR OWN MATERIAL OR ANY EXTERNAL RESOURCES **DURING THE EXAMINATION** CONDUCTED VIA CLOSED BOOK

THIS QUESTION PAPER CONSISTS OF NINE (9) PAGES



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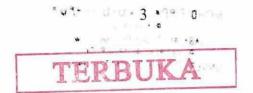
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SECTION A (40 MARKS) Choose the best answer.

Q1	Which of the following is not a part of the marketing mix?  A Product B Price C Promotion D Politics			
Q2	Which of the following is a form of direct marketing?  A Television advertising  B Outdoor advertising  C Email marketing  D Product placement			
Q3	What is the process of dividing a market into smaller groups with similar needs of characteristics?  A Segmentation  B Targeting  C Positioning  D Branding			
Q4	Which of the following is not a type of advertising?  A Radio advertising  B Digital advertising  C Public relations  D Print advertising			
Q5	What is the process of creating a unique image and name for a product in the consumer's mind?  A Segmentation  B Targeting  C Positioning  D Branding			
Q6	What is the process of selecting one or more segments to target with marketing messages?  A Segmentation B Targeting C Positioning D Branding			
07	What is the process of creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and drive profitable customer action?  A Advertising  B Direct marketing  C Sales promotion  D Content marketing			



<b>Q8</b>	Which of the following is a type of consumer behavior?				
	Α	Brand awareness			
	В	Market segmentation			
	C	Marketing mix			
	D	Public relations			
Q9	What is the process of persuading a target audience to purchase a product or service?				
	A	Advertising			
	В	Direct marketing			
	C	Sales promotion			
	D	Public relations			
Q10	Which of the following is not a type of promotion?				
	Α	Advertising			
	В	Personal selling			
	C	Public relations			
	D	Warranties			
Q11	What is the process of developing a unique image and name for a product in the consumer's mind?				
	A	Segmentation			
	В	Targeting			
	C	Positioning			
	D	Branding			
Q12	Which of the following is not a component of the marketing mix?				
<b>~</b>	A	Product			
	В	Price			
	C	Place			
	D	Profit			
Q13	Which of the following is an example of above-the-line advertising?				
QIS	A	Social media advertising			
	В	Billboards			
	C	Email marketing			
	D	Influencer marketing			
Q14	What is the purpose of market research?				
VII	A	To create a product			
	В	To set prices			
	C	To identify customer needs			
	D	To distribute products			
Q15	Whiel	Which of the following is an example of a demographic segmentation variable?			
CID	A	Attitudes			
	В	Income			
	C				
		Benefits sought			
	D	Usage rate			



Q16

Which of the following is a characteristic of a good marketing objective?

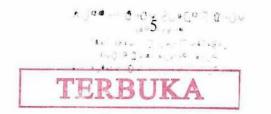
A Specific B Broad C Vague D General Which of the following is an example of a push marketing strategy? Q17 A Trade shows B Public relations C Direct mail D Television advertising What is the purpose of a SWOT analysis? Q18 To identify a company's strengths, weaknesses, opportunities, and threats A В To create a new product C To set prices To distribute products D **Q19** What is the difference between a marketing objective and a marketing strategy? Marketing objective are broad, while marketing strategies are specific A B Marketing objectives are specific, while marketing strategies are broad C Marketing objectives are long-term, while marketing strategies are short-term Marketing objectives and marketing strategies are the same thing D **Q20** Which of the following is an example of a value proposition? "We sell high-quality clothing" A В "Our clothes are affordable" C "Our clothes are made in the USA" D "We have a wide selection of clothes" Which of the following is NOT a component of the communication process in advertising? Q21 Sender A B Receiver C Feedback D Product Q22 What is the main goal of the sender in the communication process in advertising? To inform the receiver about the product A B To persuade the receiver to buy the product C To entertain the receiver with the advertising message D To create awareness about the company Which of the following is an example of nonverbal communication in advertising? Q23 Text in a print ad A В Dialogue in a TV commercial C Music in a radio ad D Visuals in a billboard

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D

A print ad in a newspaper

**O24** What is the purpose of feedback in the communication process in advertising? To inform the sender if the message was received A В To provide the sender with new ideas for advertising C To give the receiver a chance to respond to the message To ensure that the receiver understands the message D 025 Which of the following is an example of noise in the communication process in advertising? The receiver not paying attention to the ad The sender using an unfamiliar language В C The receiver not understanding the message D The sender not being clear in the message **Q26** What is the definition of mobile advertising? A Advertising on television screens В Advertising on desktop computers C Advertising on mobile devices such as smartphones and tablets D Advertising on outdoor billboards **O27** Which of the following is a benefit of mobile advertising? A Limited reach and targeting options В Limited creativity and interactivity C High costs and limited audience engagement D Wide reach, precise targeting, and interactive features Q28 What is the difference between mobile web advertising and in-app advertising? Mobile web advertising is only displayed on smartphones while in-app advertising is only displayed on tablets Mobile web advertising is only displayed on tablets while in-app advertising is only B displayed on smartphones C Mobile web advertising is displayed on mobile web pages while in-app advertising is displayed within mobile apps D Mobile web advertising and in-app advertising are the same thing What is a mobile ad network? **O29** A group of mobile devices connected to the internet A A group of websites and apps where mobile ads can be displayed В C A mobile device manufacturer D A mobile operating system **Q30** Which of the following is an example of mobile advertising? A billboard on the side of the road A B A commercial on television C A banner ad on a mobile website



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#### CONFIDENTIAL DAG 21502 What is the definition of public relations? **O31** The use of media to promote products or services B The use of advertising to build relationships with the public C The management of communication between an organization and its stakeholders D The management of sales and marketing activities Q32 What is the main goal of public relations? To increase sales of a product or service B To generate positive publicity for an organization C To persuade the public to take a specific action D To create awareness about a company's brand Q33 What is the difference between public relations and advertising? Public relations is earned media while advertising is paid media A B Public relations is paid media while advertising is earned media C Public relations and advertising are the same thing Public relations is only used for crisis management while advertising is used for D promotional purposes Q34 What is publicity? The process of creating and distributing press releases A В The process of building relationships with the media C The process of gaining exposure in the media through editorial coverage D The process of advertising through social media platforms Which of the following is an example of a public relations tactic? Q35 A TV commercial B A print ad in a magazine A press release about a new product launch C A social media post promoting a sale D Q36 What is the definition of a brand? A A product or service offered by a company B A company's logo and visual identity C A company's reputation and the perceptions that consumers have of it D A company's mission statement Q37 What is the main goal of brand management? To create a new brand for a company B To increase sales of a company's products or services C To build and maintain a strong brand reputation D To decrease marketing and advertising costs

Q38 What is a brand strategy?

A A plan for how a company will create and maintain a strong brand reputation

B A plan for how a company will sell its products or services

C A plan for how a company will hire and train employees

D A plan for how a company will manage its finances

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## Q39 What is brand equity?

- A The value of a company's products or services
- B The value of a company's stock on the stock market
- C The value of a company's brand in the minds of consumers
- D The value of a company's assets

## Q40 Which of the following is an example of a brand management tactic?

- A A price promotion
- B A redesign of the company's logo
- C A change in the company's mission statement
- D A decrease in the quality of the company's products

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#### SECTION B (20 MARKS) State TRUE or FALSE

- Q41 Marketing is the process of creating, promoting, and delivering products or services to satisfy customer needs and wants.
- Q42 A product's price is not an important factor in the marketing mix.
- Q43 A target market is a group of customers who have already purchased a product.
- Q44 Advertising is the only form of marketing communication.
- Q45 Market segmentation is the process of dividing a large market into smaller groups of customers with similar needs or characteristics.
- Q46 A company's brand image can be affected by its advertising, packaging, and customer service.
- Q47 A marketing plan should be updated and revised regularly to reflect changes in the market and the company's goals.
- Q48 Sales promotion is a long-term strategy to build and maintain relationships with customers.
- Q49 A marketing objective should be broad and general to allow for flexibility in achieving it.
- Q50 The marketing mix includes product, promotion, place, and profit.
- Q51 Market research is the process of gathering and analyzing information about customers, competitors, and the market environment.
- Q52 Above-the-line advertising is a form of advertising that targets a specific audience.
- Q53 A company's marketing mix should be adjusted to meet the needs of its target market.
- Q54 The 4 Ps of the marketing mix are product, price, promotion, and place.
- Q55 Market segmentation involves dividing a market into small groups of customers with different needs, wants, or characteristics.
- Q56 A value proposition is a statement that summarizes the benefits that a product or service will provide to customers.
- Q57 A push marketing strategy focuses on creating demand for a product through advertising and other promotional activities.
- Q58 A marketing plan is a comprehensive document that outlines a company's marketing strategy and tactics.
- Q59 A marketing objective should be specific, measurable, achievable, relevant, and time-bound.
- Q60 The ultimate goal of marketing is to create long-term customer relationships that are mutually beneficial to the company and the customer.

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SECTION C (40 MARKS)

Q61	(a)	Describe the digital revolution on marketing and advertising.	
			(9 marks)

- (b) Describe **FIVE** (5) challenges of the digital revolution on marketing and advertising. (7 marks)
- (c) Describe **THREE** (3) impact of the digital revolution on marketing and advertising. (4 marks)
- Q62 (a) Explain the concept of brand positioning.

(10 marks)

(b) What are the advantages and disadvantages of using social media as a marketing tool? Provide examples to support your answer.

(7 marks)

(C) State THREE (3) brands with their slogan

(3 marks)

-END OF QUESTIONS-

