



FINAL EXAMINATION
MARCH 2024

COURSE TITLE	ADVERTISING AND SALES PROMOTION
COURSE CODE	RMKT3243
DATE/DAY	22 JUNE 2024 / SATURDAY
TIME/DURATION	05:00 PM - 07:00 PM / 02 Hour(s) 00 Minute(s)

INSTRUCTIONS TO CANDIDATES :

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 7 Printed Pages including front page)

*****DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO*****

This question paper consists of TWO (2) sections. Answer ALL questions in the answer booklet provided. [60 MARKS]

SECTION A

(20 Marks)

There are TWENTY (20) questions in this part. Answer ALL questions in the answer booklet provided.

1. What role do new technologies and formats play in the growing importance of Integrated Marketing Communications (IMC)?
 - A. They have no impact on marketing communications.
 - B. They decrease the need for brand identity development.
 - C. They limit the effectiveness of traditional media.
 - D. They create new avenues for marketing communications.

2. Which of the following is considered as important as brand equity in the eyes of companies?
 - A. Intellectual property rights.
 - B. Physical assets like factories.
 - C. Investment in mass-media advertising.
 - D. Availability of resources.

3. Which promotional mix element typically involves face-to-face interaction between a salesperson and a potential customer?
 - A. Publicity/public relations.
 - B. Personal selling.
 - C. Digital/internet marketing.
 - D. Sales promotion.

4. What is the purpose of implementing a program for monitoring and evaluating performance in a marketing plan?
 - A. To conduct a detailed situation analysis.
 - B. To set specific marketing objectives.
 - C. To ensure the effectiveness of the marketing strategy.
 - D. To develop a marketing strategy and program.

5. Market segmentation based on consumers' beliefs, values, interests, lifestyles, and personality traits falls under which category?
- A. Behaviouristic segmentation.
 - B. Benefit segmentation.
 - C. Psychographic segmentation.
 - D. Geographic segmentation.
6. Which positioning strategy focuses on highlighting specific features or benefits of the product to differentiate it from competitors?
- A. Positioning by price/quality.
 - B. Positioning by product attributes and benefits.
 - C. Positioning by product class.
 - D. Positioning by use or application.
7. What factor relates to the level of competition within the industry, including the number of competitors and their strategies?
- A. Distribution.
 - B. Price.
 - C. Competition.
 - D. Technology.
8. Which theoretical concept in budget setting quantifies the expected change in sales or revenue for a given change in advertising or promotional expenditure?
- A. Break-even analysis.
 - B. Marginal analysis.
 - C. Market segmentation.
 - D. Sales response models.
9. When a consumer realizes they need to purchase a product because it is not available in stores or online, which source of problem recognition are they experiencing?
- A. Out of stock.
 - B. Dissatisfaction, new needs or wants.
 - C. New Needs/Wants.
 - D. Marketer-induced problem recognition.

10. Which of the following is an external source of information that consumers can utilize during their information search process?
- A. Personal experience.
 - B. Internet sources.
 - C. Market-controlled sources.
 - D. Personal sources.
11. When consumers focus their attention on certain stimuli while ignoring others, which process of selective perception are they engaging in?
- A. Selective exposure.
 - B. Selective attention.
 - C. Selective comprehension.
 - D. Selective retention.
12. Which attitude change strategy involves altering the perception of how strong or favourable a brand is on a crucial attribute?
- A. Changing consumers' perceptions of the importance or value of an attribute.
 - B. Adding a new attribute to the attitude formation process.
 - C. Changing the strength or belief rating of a brand on an important attribute.
 - D. Changing perceptions of belief ratings for a competing brand.
13. Which factor plays a crucial role in determining how the audience perceives and understands the message?
- A. Nature of the message.
 - B. Audience's interpretation.
 - C. The environment in which it is received.
 - D. Language barrier.
14. What type of communication channel relies on direct interaction between a salesperson and a potential customer?
- A. Word of mouth/mouse.
 - B. Print media.
 - C. Broadcast media.
 - D. Personal selling.

15. Which factor influencing the success of viral marketing focuses on the traits and behaviours of the individuals who share or receive the marketing message?
- A. Social network characteristics.
 - B. Message characteristics.
 - C. Individual sender or receiver characteristics.
 - D. Marketing budget allocation.
16. During which stage of the social consumer decision journey does the consumer explore different products or brands, gathering information and considering options?
- A. Consider.
 - B. Evaluate
 - C. Buy.
 - D. Enjoy-advocate-bond.
17. What advantage of magazines refers to their ability to target specific audiences based on demographics, interests, or lifestyles?
- A. Reproduction quality.
 - B. Selectivity.
 - C. Creative flexibility.
 - D. Permanence.
18. What limitation of television advertising is related to the inability to target specific audience segments based on demographics or interests?
- A. Fleeting message.
 - B. Clutter.
 - C. Lack of selectivity.
 - D. Limited viewer attention.
19. Which objective of digital marketing aims to capture the attention of potential customers and engage them with the product or service?
- A. Disseminate information.
 - B. Stimulate trial.
 - C. Create a buzz.
 - D. Gain consideration.

20. What reason for the increase in sales promotion highlights the diminishing loyalty of consumers to specific brands?
- A. Declining brand loyalty.
 - B. Increased accountability.
 - C. Short-term focus.
 - D. Competition.


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SECTION B

(40 Marks)

There are FOUR (4) questions in this part. Answer ALL questions in the answer booklet.

1. Market segmentation is a strategic method of dividing a target market into distinct groups. Describe **FIVE (5)** types of market segmentation. (10 marks)
2. Market research is crucial for marketers to understand consumer behaviour and make informed decisions by utilizing various research methods. Explain **FIVE (5)** market research methods. (10 marks)
3. The communication process involves the successful transmission and understanding of messages between a sender and a receiver. Describe **FIVE (5)** stages involved. (10 marks)
4. Internet marketing, also known as digital marketing, involves promoting products or services through digital channels to reach and engage target audiences. Discuss **FIVE (5)** uses of the Internet in marketing. (10 marks)

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*** END OF QUESTION PAPER ***