Final Examination  
Semester 1 / Year 2012

COURSE : MARKETING COMMUNICATIONS  
COURSE CODE : MKTG3013  
TIME : 2 1/2 HOURS  
DEPARTMENT : MANAGEMENT  
LECTURER : CHIA CHEE SAN

Student’s ID :  
Batch No. : 

Notes to candidates:  
1) The question paper consists of 1 page and 5 questions.  
2) Answer all 5 questions.
Q. 1.  a) Why is media planning an important aspect of integrated marketing communications (IMC)? Explain. (4 marks)

b) Briefly describe two popular marketing communication media available in Malaysia. (4 marks)

c) List and discuss any 4 issues or problems faced by marketers during the media planning process. (12 marks)

( Total: 20 marks )

Q. 2. You are the marketing manager for Chicken Rice Shop located in Kuala Lumpur. You were requested by your boss to prepare an integrated marketing communication (IMC) plan for this year. Outline an IMC plan for the Chicken Rice Shop for the year 2012. (Total: 20 marks)

Q. 3. a) List and explain 4 major components or tools of promotion or communication mix. (8 marks)

b) List and explain any 4 factors that are causing Malaysian companies to focus and spend more resources on integrated marketing communication. (12 marks)

( Total: 20 marks )

Q. 4. a) What are source factors in IMC? Explain. (5 marks)

b) List and explain any 5 source factors that will affect the effectiveness of an IMC campaign. (15 marks)

( Total: 20 marks )

Q. 5. In IMC, marketing companies can use push as well as pull strategies. Explain the use of push and pull strategies in integrated marketing communication (IMC). Give 2 examples each to illustrate your answer. (Total: 20 marks)

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