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Universiti Tun Hussein Onn Malaysia

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	:	<ol style="list-style-type: none">1. ANSWER ALL QUESTIONS2. 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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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 or 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

- Q8** Which of the following is a type of consumer behavior?
A Brand awareness
B 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
B Direct marketing
C Sales promotion
D Public relations
- Q10** Which of the following is not a type of promotion?
A Advertising
B 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
B Targeting
C Positioning
D Branding
- Q12** Which of the following is not a component of the marketing mix?
A Product
B Price
C Place
D Profit
- Q13** Which of the following is an example of above-the-line advertising?
A Social media advertising
B Billboards
C Email marketing
D Influencer marketing
- Q14** What is the purpose of market research?
A To create a product
B To set prices
C To identify customer needs
D To distribute products
- Q15** Which of the following is an example of a demographic segmentation variable?
A Attitudes
B 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
- Q17** Which of the following is an example of a push marketing strategy?
- A Trade shows
 - B Public relations
 - C Direct mail
 - D Television advertising
- Q18** What is the purpose of a SWOT analysis?
- A To identify a company's strengths, weaknesses, opportunities, and threats
 - B To create a new product
 - C To set prices
 - D To distribute products
- Q19** What is the difference between a marketing objective and a marketing strategy?
- A Marketing objective are broad, while marketing strategies are specific
 - B Marketing objectives are specific, while marketing strategies are broad
 - C Marketing objectives are long-term, while marketing strategies are short-term
 - D Marketing objectives and marketing strategies are the same thing
- Q20** Which of the following is an example of a value proposition?
- A "We sell high-quality clothing"
 - B "Our clothes are affordable"
 - C "Our clothes are made in the USA"
 - D "We have a wide selection of clothes"
- Q21** Which of the following is NOT a component of the communication process in advertising?
- A Sender
 - B Receiver
 - C Feedback
 - D Product
- Q22** What is the main goal of the sender in the communication process in advertising?
- A To inform the receiver about the product
 - 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
- Q23** Which of the following is an example of nonverbal communication in advertising?
- A Text in a print ad
 - B Dialogue in a TV commercial
 - C Music in a radio ad
 - D Visuals in a billboard

- Q24** What is the purpose of feedback in the communication process in advertising?
- A To inform the sender if the message was received
 - B To provide the sender with new ideas for advertising
 - C To give the receiver a chance to respond to the message
 - D To ensure that the receiver understands the message
- Q25** Which of the following is an example of noise in the communication process in advertising?
- A The receiver not paying attention to the ad
 - B The sender using an unfamiliar language
 - 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
 - B Advertising on desktop computers
 - C Advertising on mobile devices such as smartphones and tablets
 - D Advertising on outdoor billboards
- Q27** Which of the following is a benefit of mobile advertising?
- A Limited reach and targeting options
 - B 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?
- A Mobile web advertising is only displayed on smartphones while in-app advertising is only displayed on tablets
 - B Mobile web advertising is only displayed on tablets while in-app advertising is only 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
- Q29** What is a mobile ad network?
- A A group of mobile devices connected to the internet
 - B A group of websites and apps where mobile ads can be displayed
 - C A mobile device manufacturer
 - D A mobile operating system
- Q30** Which of the following is an example of mobile advertising?
- A A billboard on the side of the road
 - B A commercial on television
 - C A banner ad on a mobile website
 - D A print ad in a newspaper

- Q31** What is the definition of public relations?
- A 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?
- A 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?
- A Public relations is earned media while advertising is paid media
 - B Public relations is paid media while advertising is earned media
 - C Public relations and advertising are the same thing
 - D Public relations is only used for crisis management while advertising is used for promotional purposes
- Q34** What is publicity?
- A The process of creating and distributing press releases
 - B 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
- Q35** Which of the following is an example of a public relations tactic?
- A A TV commercial
 - B A print ad in a magazine
 - C A press release about a new product launch
 - D A social media post promoting a sale
- 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?
- A 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

- 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.

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-

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