

KOLEJ UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF COMMUNICATION AND CREATIVE INDUSTRIES

ACADEMIC YEAR 2020/2021

APRIL/MAY EXAMINATION

AHMC2624 INTRODUCTION TO ADVERTISING

DATE: 5 MAY 2021

TIME: 2.00PM – 6.00PM (4 HOURS)

DIPLOMA IN GRAPHIC DESIGN

Instructions to Candidates:

Answer **ALL** questions.

- This is an open book final online assessment. You **MUST** answer the assessment questions on your own without any assistance from other persons.
- You must submit your answers within the following time frame allowed for this online assessment:
 - The deadline for the submission of your answers is **half an hour** from the end time of this online assessment.
- Penalty as below **WILL BE IMPOSED** on students who submit their answers late as follows:
 - The final marks of this online assessment will be reduced by 10 marks for answer scripts that are submitted within 30 minutes after the deadline for the submission of answers for this online assessment.
 - The final marks of this online assessment will be downgraded to zero (0) mark for any answer scripts that are submitted after one hour from the end time of this online assessment.
- Extenuation Mitigating Circumstance (EMC) encountered, if any, must be submitted to the Faculty/Branch/Centre within 48 hours after the date of this online assessment. All EMC applications must be supported with valid reasons and evidence. The UC EMC Guidelines apply.

STUDENT'S DECLARATION OF ORIGINALITY

You are required to declare by typing the required details and signing your name in the Google Form during the E-Answer submission that the work submitted is free from all forms of plagiarism and for all intents and purposes your own properly derived work. You also understand that you will have to bear the consequences if your work is found to have been plagiarised and/or if the Turnitin report exceeds a similarity percentage of 20% (**refer to breakdown of marks penalty**).

TURNITIN REPORT: -

Complete a Turnitin for the Final E-Assessment answers and submit the report via the Google Classroom. The Turnitin report has to be submitted within 24 hours of the end of the Final E-Assessment.

The Turnitin report should not exceed a similarity percentage of 20%. If the similarity percentage exceeds this set amount, your final total marks will be deducted based on the following criteria:

- Minus 5 marks for a similarity percentage of 21% – 30%;
- Minus 10 marks for a similarity percentage of 31% – 40%;
- Minus 15 marks for a similarity percentage of 41% – 50%; and
- If the similarity percentage is 51% and above OR if you fail to submit the Turnitin report within the stipulated deadline, your marks will be downgraded to zero (0).

AHMC2624 INTRODUCTION TO ADVERTISING**Question 1**

Advertising may bring negative effects to the advertised product and consumers. Interpret any **FIVE** social impacts of advertising by providing relevant examples. (25 marks)

Question 2

Explain the **FIVE** motivating factors that influence consumers' purchase and consumption intentions by providing relevant examples. (25 marks)

Question 3

- a) Explain “**centralised versus decentralised control of advertising**” approach used by advertising agencies with an example. (5 marks)
- b) In advertising, Tai and Wong (1998) proposed that marketers should have **FOUR** basic advertising approaches as below. Investigate in what situations each of the approaches are used.
- i. Global approach (5m)
 - ii. Local approach (5m)
 - iii. “Regcal” approach (5m)
 - iv. “Glocal” approach (5m)

(20 marks)

[Total: 25 marks]

Question 4**Creative Brief**

Product Name	: <i>Ann Scented Sanitizer</i>
Product Concept	: Scented sanitizing lotion – rose, mint and lavender.
Sales Promotion	: Buy any two sanitizers, free one fabric facemask.
Target Audience	: Young working adults – all races, urban and suburban area, aged 18 – 40 years old, active, exposed to outdoor activities, work and frequent users of sanitizers protecting themselves against Covid-19 pandemic.
Objectives	: To introduce new Ann scented sanitizer protection lotion in the market. To encourage target audience to try out this new product by offering sales promotion.
Creative Ideas	: A combination of both verbal and nonverbal elements in the advertisement. Determine the appropriate style and tone for the advertisement message to suit the target audience. Include the sales promotion information in the advertisement.

- a) Sketch a complete poster advertisement according to the creative brief above. Apply any **FIVE** basic layout elements of a print advertisement in your sketch. (15 marks)
- b) Classify clearly on the **FIVE** basic layout elements in your advertisement. (10 marks)

[Total: 25 marks]

*You may use a hand-drawn sketch or use a mixture of either Powerpoint, Adobe Photoshop, Illustrator or any other equivalent design software to create your poster advertisement. Include the designed poster advertisement at appendix section of your answer script in JPEG or any other equivalent format.