

KOLEJ UNIVERSITI TUNKU ABDUL RAHMAN  
FACULTY OF ACCOUNTANCY, FINANCE AND BUSINESS

ACADEMIC YEAR 2017/2018

APRIL/MAY EXAMINATION

**BBDT3063 INTEGRATED MARKETING COMMUNICATIONS**

MONDAY, 30 APRIL 2018

TIME : 9.00 AM – 12.00 NOON  
(3 HOURS)

BACHELOR OF BUSINESS (HONOURS) IN MARKETING

**Instructions to Candidates:**

This paper is divided into TWO (2) sections:

SECTION A: Answer **ONE (1)** compulsory case study question. (40 marks)

SECTION B: Answer **THREE (3)** out of four (4) questions. (60 marks)

**BBDT3063 INTEGRATED MARKETING COMMUNICATIONS****SECTION A (40 marks)**

Answer **ONE** (1) compulsory case study question.

**Question 1****Unifi to Increase Subscriber Base to 1.5m This Year**

Telekom Malaysia (TM) Berhad's Unifi brand, which consolidated its business units under one roof, is targeting 1.5 million broadband subscribers this year, from both the household and business space. As part of its convergence plan, Unifi has put all of its products – namely its broadband service Unifi home, Unifi mobile which is a rebranded version of Webe, Unifi TV (formerly HyppTV) and its public wifi service Unifi wifi – under a single brand.

Speaking to reporters at the launching ceremony of the refreshed Unifi brand, executive vice-president Imri Mokhtar said he was hopeful that with the launch of new services under the refreshed brand the group would be able to reach its target of expanding its broadband service subscriber base by 500,000. Its subscriber's base for the segment stood at 1 million as at June 2017.

Meanwhile, for its mobile unit, the group also launched a new service known as #BEBAS, which is a hybrid of prepaid and postpaid that enables customers to select their data and usage requirements with no credit deadline. With this service, Unifi is looking to attract about 8-10% of its broadband services subscriber base as potential customers for Unifi mobile.

"We believe that we have to do what is best for the customer and earnings and revenue will come," Imri said when asked if the absence of a payment deadline would impact the group's earnings.

It is also looking to take its public wifi offerings up several notches by increasing its coverage from the current 10,000 locations to 100,000 by year end, with hotels, transportation hubs and shopping malls being target locations. The group will also be mobilising a team to scout for new customers at potential areas and facilitate broadband installations and service activation. The initiatives are expected to be financed through TM's capital expenditure allocation for this year.

On the government's agenda of doubling broadband speed at half price, Imri said the group is working together with regulators.

"We are working together and supporting the government's agenda for digital connectivity. One of the programmes we are doing this year is to double the speed for the same price. We are working together with the ministry as well as regulators for its implementation," he said.

The government announced in the Budget 2017 speech that fixed line service providers will have to double their broadband speed offering at the same price.

Currently TM has the following Unifi plans for home consumers – a pro-plan of 100Mbps download speed with free 600 minutes of free talk time, free router, DECT phone and TV set-top box for RM329 per month; an advance plan of 30Mbps, 20 sen per minute talk time, free router, DECT phone and TV set-top box for RM179 per month, and a Lite plan of 10Mbps, 20 sen per minute talk time, free router, DECT phone and TV set-top box for RM129 per month. Other plans available are the various broadband plans of 8, 4 and 2Mbps. The main plans of the pro-plan, advance and Lite plans are to get present Streamyx subscribers to switch over to Unifi.

**BBDT3063 INTEGRATED MARKETING COMMUNICATIONS****Question 1(Continued)**

For the business sector, TM has the pro-plan of 100Mbps at RM399, advance plan of 30Mbps at RM299 and Lite plan of 10Mbps at RM199 with free router, wireless DECT phone and guaranteed restoration within 12 working hours.

Source: Adapted and modified from Raganananthini, V 2018, "*unifi increase subscriber base to 1.5m this year*", the Sun Daily, viewed 5 Feb 2018, <<http://www.thesundaily.my/news/2018/01/26/unifi-increase-subscriber-base-15m-year>>.

**Required:**

- (a) Explain the brand equity of Unifi using an appropriate framework. (12 marks)
  - (b) Identify the selling proposition of Unifi. (6 marks)
  - (c) Using an appropriate model, create an Integrated Marketing Communications (MARCOM) plan for Unifi. (22 marks)
- [Total: 40 marks]

**BBDT3063 INTEGRATED MARKETING COMMUNICATIONS****SECTION B (60 marks)**

Answer **THREE (3)** out of four (4) questions.

**Question 2**

- (a) Discuss the basic principles advertisers adhere to in advertising to children. (10 marks)
- (b) Describe the Young's creative process. (10 marks)
- [Total: 20 marks]

**Question 3**

- (a) Explain the factors that affect message structure. (12 marks)
- (b) Identify the key principles of the Malaysian code of advertising practice. (8 marks)
- [Total: 20 marks]

**Question 4**

- (a) Explain the advantages of global advertising and marketing. (10 marks)
- (b) Discuss the message or creative factors important to determining frequency. (10 marks)
- [Total: 20 marks]

**Question 5**

- (a) Explain the outcomes of conducting the Positioning Advertising Copy Testing (PACT). (10 marks)
- (b) Discuss the factors that will affect the future of magazines. (10 marks)
- [Total: 20 marks]