
UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

Second Semester Examination
2003/2004 Academic Session

February / March 2004

Bachelor of Communication (Honours)

YBP 223 – Advertising

Duration : 2 hours

Instructions:

Before you begin, please ensure that this examination paper contains a total of **TWO [2]** pages.

Answer **THREE [3]** questions.

Each question carries 100 marks.

- 2 -

1. What is an advertising strategy? What are the important components in the advertising strategy? Explain the main elements of an advertising plan.
2. Discuss **TWO (2)** advertising theories/models that you are familiar with. To what extent do these theories or models describe the processes and effects of advertising on the target audience?
3. How does marketing influence media planning? Discuss by providing relevant examples. Explain the difference between media planning and media buying.
4. Malaysia needs a National Advertising Policy. Why? Discuss the statement in the context of the prevailing advertising situation and the concomitant influence brought by the new technology.
5. Discuss the problems and challenges faced by local brands in the contexts of globalisation. Provide relevant examples.

- ooo O ooo -