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UNIVERSITI SAINS MALAYSIA  
In Collaboration With

TAYLOR'S COLLEGE

Second Semester Examination  
Academic Session 2004/2005

March 2005

**YBP 223 - Advertising**  
**[Periklanan]**

Duration: 2 hours  
[Masa: 2 jam]

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Please check that this examination paper consists of THREE pages of printed materials before you begin the examination.

*[Sila pastikan bahawa kertas peperiksaan ini mengandungi TIGA muka surat yang bercetak sebelum anda memulakan peperiksaan ini.]*

Answer any **TWO (2)** questions. Question **ONE (1)** is compulsory.  
*[Jawab mana-mana **DUA (2)** soalan. Soalan **SATU (1)** wajib]*

Each question carries 100 marks.  
*[Sumbangan markah tiap-tiap soalan ialah 100 markah.]*

...2/-

1. Describe the five concepts below and illustrate with the appropriate examples:

*[ Huraikan 5 konsep berikut dengan contoh yang sesuai:*

- (a) Advertising Campaign *[Kempen Periklanan]*
- (b) Hierarchy of Effects Model *[Model Kesan Hiraki]*
- (c) Media Plan *[Rancangan Media]*
- (d) Advertising Strategy *[Strategi Periklanan]*
- (e) Puffery *[Umpakan]*
- (f) Advertising Plan *[Rancangan Periklanan]*
- (g) Brand Loyalty *[Kesetiaan Jenama]*
- (h) Benefit Segmentation *[Segmentasi Faedah]*
- (i) Creative/Copy Platform *[Landasan Daya Cipta ]*

2. (i) Discuss **TWO (2)** advertising theories/models that describe the processes and effects of advertising on the target audience. Illustrate with examples.

*[Bincangkan DUA (2) model/teori periklanan yang memperihalkan proses dan kesan periklanan terhadap pengguna. Berikan contoh yang sesuai.]*

- (ii) Are those theories/models still relevant?

*[Adakah model/teori ini masih relevan?]*

3. Malaysia needs a National Advertising Policy. Why? Discuss the statement in the context of the challenges of globalisation and liberalisation of the communication industry.

*[Malaysia memerlukan satu Dasar Periklanan Negara. Kenapa? Bincangkan di dalam konteks cabaran globalisasi dan liberalisasi industri komunikasi kini.]*

4. According to Mohamad Md Yusoff & Kamaliah Siarap (1999:92), international advertising is fraught with problems and challenges. Discuss the statement with an appropriate examples.

*[Menurut Mohamad Md Yusoff & Kamaliah Siarap (1999:92), periklanan antarabangsa menghadapi masalah dan cabaran. Bincangkan kenyataan ini dengan contoh yang relevan.]*