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UNIVERSITI SAINS MALAYSIA  
In Collaboration With

TAYLOR'S COLLEGE

First Semester Examination  
Academic Session 2005/2006

November 2005

**YBP 223 – Advertising**  
*Periklanan*

Duration: 2 hours

*Masa: 2 jam*

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This examination paper consists of **TWO (2)** pages of printed materials.  
*Kertas peperiksaan ini mengandungi DUA (2) muka surat yang bercetak.*

Answer **TWO (2)** questions.  
*Jawab DUA (2) soalan.*

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

1. Describe what is an advertising plan and discuss the three major components of this plan. Provide relevant examples.

*Jelaskan sesuatu rancangan periklanan (advertising plan) dan bincangkan tiga komponen utama yang mendasari rancangan tersebut. Berikan contoh yang sesuai.*

2. Discuss the importance of marketing in the context of advertising campaign. Provide with relevant examples.

*[Bincangkan kepentingan pemasaran di dalam konteks kempen iklan. Berikan contoh yang sesuai.*

3. Discuss the branding process in the contexts of international advertising. Provide relevant examples.

*Bincangkan proses penjenamaan di dalam konteks periklanan antarabangsa. Berikan contoh yang sesuai.*

4. What is an advertising strategy? Why is it important for an advertising campaign? Illustrate with relevant examples.

*Apakah strategi periklanan? Kenapa ia penting di dalam sesuatu kempen periklanan? Berikan contoh-contoh yang sesuai.*