

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Pertama  
Sidang 1989/90

Oktober/November, 1989

AMU 302 - Pengiklanan

Masa: [ 3 Jam ]

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**ARAHAN**

Sila pastikan bahawa kertas peperiksaan ini mengandungi **LIMA** muka surat yang bercetak sebelum memulakan peperiksaan ini.

Jawap **TIGA** soalan: Soalan No. 1 merupakan soalan **WAJIB** dan pilih mana-mana **DUA** soalan lain.

**SOALAN WAJIB**

1. Agensi anda SINARAN-MEDIA SDN. BHD. telah dilantik sebagai agensi untuk KWONG-YIK BANK (milik Malayan Banking Berhad). Bank ini telahpun mengambil keputusan untuk membentuk sesuatu imej korporat dalam industri bank serta di kalangan pasarannya.

Anda dan pasukan kreatif sedang memikirkan bagaimana untuk memulakan kempen keseluruhan. Anda tahu bahawa pengenalpastian imej yang sesuai perlu ditentukan sebelum memulakan kempen keseluruhan. Bentangkan strategi kempen untuk KWONG-YIK BANK berasaskan imej yang sesuai.

[50 markah]

**Pilih dan jawab DUA soalan sahaja.**

2. Pengiklanan luar digunakan sebagai media pelengkap untuk sesuatu kempen. Mesej untuk media seperti ini mestilah ringkas serta menarik perhatian untuk penonton- penonton dalam perjalanan.

...2/-

Bagaimanakah boleh anda merekabentuk mesej yang berkesan untuk jeans LEVIS? (Anda perlu melukiskan papantanda untuk soalan ini.) Sila bincangkan bagaimana anda boleh gunakan pengiklanan luar untuk seluar jeans LEVIS.

[25 markah]

3. Anda baru sahaja dilantik sebagai Pengurus Produk untuk CRESTO sabun berbuku yang akan diperkenalkan kepada pasaran dalam masa 6 bulan lagi. Apakah jenis strategi promosi jualan yang baik sekali untuk produk ini?

[25 markah]

4. Bentukkan cadangan penyelidikan untuk satu program penilaian keberkesanan kempen untuk McDonalds atau Kentucky Fried Chicken di Malaysia.

[25 markah]

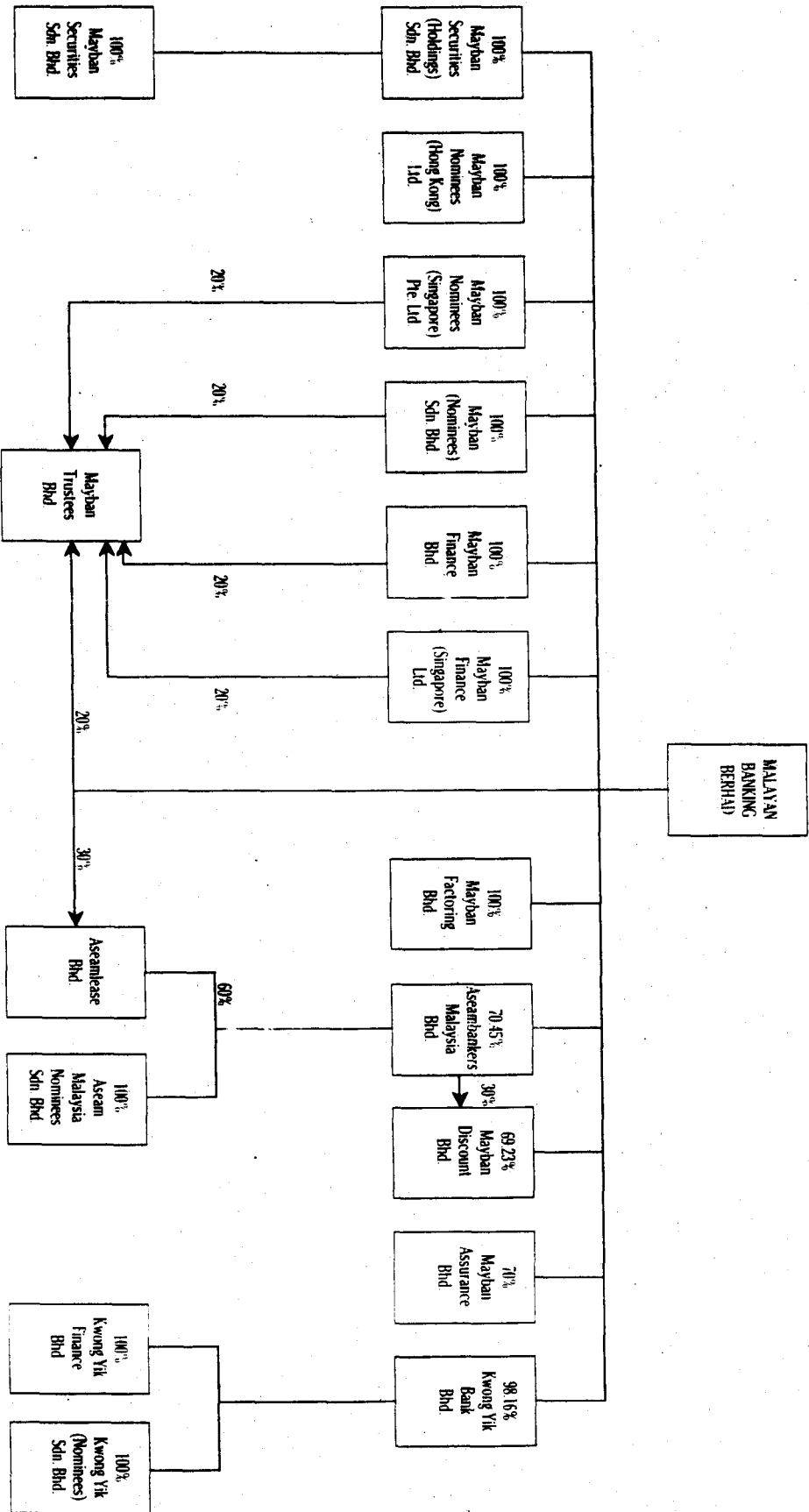
5. Kita tahu bahawa proses membuat keputusan oleh pengguna akan melalui enam peringkat. Berikan contoh-contoh bagaimana pengiklanan boleh mempengaruhi setiap peringkat.

[25 markah]

...3/-

MAYBANK GROUP

AMU 302





AMU 302

## **KWONG YIK BANK BERHAD**

The history of Kwong Yik Bank (KYB) dates back to more than seven decades ago - to its inception on July 15, 1913. It was a time when Malaysia (then Malaya) was served only by foreign banks. KYB thus earned for itself the distinction of being the country's first local bank, thanks to the foresight of a few enterprising Chinese businessmen. Literally translated 'Kwong Yik' means "extensive benefits".

Since the early years, KYB pursued a sound and conservative policy which earned it the trust and confidence of the public. Because of that policy, the bank did not open its first branch until 1964 at Jalan Pasar, Kuala Lumpur. It was only in 1979 that KYB grew beyond the confines of Kuala Lumpur and Petaling Jaya into Sungei Pelek, its first rural branch. To date, KYB has 36 branches.

KYB also made significant developments in the area of banking automation. In September 1979, it became the second bank after Malayan Banking Berhad to computerise its banking operations; to date it has all its 36 branches computerised.

The BOSS ATM service was launched at 12 locations simultaneously on January 31, 1985. Presently, there are 21 on-site ATMs. On September 10, 1987, KYB together with Malayan Banking Berhad jointly launched the country's first shared ATM network as an extension of its continued efforts to upgrade its services.

As at June 30, 1988, KYB had a paid-up capital of MR40 million and a total assets of MR1,622.6 million. As a result of the restricted rights issue in mid 1989, the paid-up capital of KYB has been increased to MR150 million with Malayan Banking Berhad holding 98.16%.

...5/-



**KWONG YIK FINANCE BERHAD**

Kwong Yik Finance Berhad, a wholly-owned subsidiary of Kwong Yik Bank Berhad, was incorporated on March 17, 1965 under the Companies Ordinances 1940-1946 with a paid-up capital of MR1 million.

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With the coming into force of the Finance Companies Act 1969 which seeks to control the business of non-bank deposit-taking companies, Kwong Yik Finance came under the direct supervision of Bank Negara Malaysia.

The major financing activities of Kwong Yik Finance are (a) hire-purchase which is regulated under the Hire Purchase Act 1967 (b) leasing (c) block-discounting (d) bridging finance (e) end-finance and (f) other term loans including ASN loans, executive loans and personal (Prokop) loans.

As at June 30, 1988 Kwong Yik Finance had total assets of MR237.9 million. In September 1988 the paid-up capital was increased to MR20 million to support existing operations and future growth. Kwong Yik Finance presently has seven branch offices.