
UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Kedua
Sidang Akademik 2008/2009

*Second Semester Examination
Academic Session 2008/2009*

April/Mei 2009

YBP 223 – Periklanan
Advertising

Masa: 2 jam
Duration: 2 hours

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

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

Setiap soalan bernilai 100 markah.
Each question carries 100 marks.

...2/-

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

Describe what is an advertising plan and discuss the three elements that are the heart of this plan. Provide relevant examples.

2. Bincangkan Komponen Komunikasi Pemasaran Bersepadu dengan memberikan contoh yang sesuai berdasarkan satu kajian kes terpilih.

Discuss the component of Integrated Marketing Communication Campaign by providing appropriate illustration based on a selected case study.

3. Strategi itu penting untuk kempen iklan. Huraikan, kenapa periklanan sewajarnya bersifat strategik, dilaksanakan dengan baik dan menepati sasaran. Berikan contoh yang sesuai dalam jawapan anda.

“Strategy” is important for an advertising campaign. Explain why advertising has to be strategically sound, well-executed and highly targeted. Provide appropriate examples.

4. Apakah masalah dan cabaran yang dihadapi oleh industri periklanan di Malaysia?

Kenapa Dasar Periklanan Negara dan Majlis Iklan Negara masih tidak dapat direalisasikan?

What are the problems and challenges faced by the advertising industry in Malaysia? Why National Advertising Policy and National Advertising Council have yet to be realized?