
UNIVERSITI SAINS MALAYSIA

KDU College, Penang

Second Semester Examination
Academic Session 2009/2010

*Peperiksaan Semester Kedua
Sidang Akademik 2009/2010*

April/Mei 2010

YBP 327 –Media Management
Pengurusan Media

Duration: 3 hours
Masa: 3 jam

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

Answer **THREE (3)** questions.
Jawab TIGA (3) soalan.

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

- 2 -

1. Marketing affects media planning process (Barban & Scissors, 1998)
Explain the above statement with an illustration of examples.

2. `Media plan' is an important component of an advertising component of an advertising campaign. Discuss the media planning process and its execution in the contexts of a known campaign.

3. Discuss the status of the print media in the contexts of current media landscape in Malaysia. Why print media still dominates the advertising expenditure?

4. Discuss `media management' of media organization Illustrates with a specific case examples.

5. `New Media' like internet is potentially appropriate as a marketing communication tool for a promotional and Integrated Marketing Communication Campaign (Don Schultz, 2003).

Discuss the statement and illustrate with an example.

- ooo O ooo -