
UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Pertama
Sidang Akademik 2011/2012

*First Semester Examination
Academic Session 2011/2012*

Januari 2012

YBP 327 – Pengurusan Media

Masa: 3 jam
Duration: 3 hours

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

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

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

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1. Kitaran Hidup Barangan (PLC) mempengaruhi sesuatu proses perancangan media (Barban & Scissors, 1998). Bincangkan kenyataan di atas dengan contoh yang sesuai.

Product Life Cycle affects media planning process (Barban & Scissors, 1998). Explain the above statement with examples.

2. 'Rancangan Media' merupakan komponen penting bagi sesuatu kempen iklan (Barban & Scissors, 1998). Bincangkan proses perancangan media dan pelaksanaannya dalam konteks kempen yang terkenal.

'Media Plan' is an important component of an advertising campaign (Barban & Scissors, 1998). Discuss the media planning process and its execution in the context of an established campaign.

3. Bincangkan pelaksanaan Komunikasi Pemasaran Bersepadu (IMC) di dalam Konteks Kempen media yang anda kenalpasti. Kenapa 'Media Baru' amat sesuai untuk kempen tersebut. Berikan contoh yang sesuai.

Discuss the implementation of Integrated Marketing Communication in the contexts of a media campaign. Why is 'New Media' appropriate for a campaign. Illustrate your answer with relevant examples.

4. Bincangkan lanskap media di Malaysia berdasarkan laporan semasa ADEX's 2011. Kenapa media cetak dan media elektronik masih menguasai perbelanjaan periklanan?

Discuss the Malaysian media landscape in Malaysia based on the current ADEX's 2011. Why is the advertising expenditure still dominated by print and electronic media?

5. Apa itu kandungan jenama (*branded content*) dan bagaimana ia digunapakai oleh pengiklan? Huraikan dengan contoh kempen media yang berkaitan.

What is 'branded content' and how is it used by advertisers? Illustrate your answer with relevant examples from media campaign.