



# STAMFORD COLLEGE

## SCHOOL OF MEDIA STUDIES

### DIPLOMA IN MEDIA AND COMMUNICATION

(SEMESTER 2)

### MCA 201: PRINCIPLES OF ADVERTISING

**Date : 08 October 2007 (Monday)**

**Time : 2.00 pm – 5.00 pm**

**Duration: 3 hours**

#### **Instructions to Candidates**

Answer FOUR out of FIVE questions.

Please ensure that this examination paper contains FIVE questions on TWO printed pages before you start the examination.

Books, papers and other written materials are not allowed to be brought into the examination hall. A candidate who violates the examination rules of Stamford College or commits a malpractice will be disqualified from the examination.

Candidates may use calculators provided the calculators give no printout, have no work display facilities, are silent and cordless.

Write your Examination Index Number on each page of your answer booklet.

Answer ANY FOUR questions.

### Question 1

A new combined television set and computer system has been developed for entertainment and educational use in the home. State which elements of the promotional mix you would use to promote this product to:

- (a) wholesalers and retailers selling domestic, electrical and electronic goods, (10 marks)
- (b) families with children. (10 marks)

It is essential that you explain why you would recommend each element and how each of the chosen elements would be used.

(Total = 20 marks)

### Question 2

- (a) Define the following terms:
  - (i) Trade advertising (4 marks)
  - (ii) Co-operative advertising. (4 marks)
- (b) Describe separately the substance of campaigns of:
  - (i) Trade advertising (5 marks)
  - (ii) Co-operative advertising. (3 marks)
- (c) List the printed media which would be used for press advertising for each item in (b). (4 marks)

(Total = 20 marks)

### Question 3

Write a **report** to the Managing Director describing how a newly formed company could use direct-response marketing techniques.

(20 marks)

### Question 4

Although many goods and services are said to be 'mass-market', no company markets its product offerings to the whole of the general public. Discuss the various types of segmentation used by organisations to classify their target audience.

(20 marks)

**Question 5**

Consumer advertising covers a whole range of activity by motivating customers to buy products. Explain the different kinds of consumer advertising with relevant examples.

(20 marks)

**-END OF PAPER-**