



A STUDY ON THE LEVEL OF AWARENESS OF TUN  
MUSTAPHA GALLERY TO THE PUBLIC

MOHD SAFWAN BIN MANJAH  
2008412824

BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
MARKETING FACULTY OF BUSINESS MANAGEMENT  
MARA UNIVERSITY OF TECHNOLOGY  
MALACCA

APRIL 2010

## ACKNOWLEDGMENT

Alhamdulillah, thank to Allah S.W.T, the Most Gracious, the Most Merciful and peace blessing of Allah be upon His beloved Muhammad S.A.W for giving me strength and inspiration to complete this project paper, as to fill the requirement of faculty in obtaining Bachelor in Business Administration (Hons) Marketing.

I owe a great deal of thanks to a number of people for helping me attain the goal of completing my degree. First and foremost, I would like to thank my first research advisor, Professor madya Hjh Rosdiana Bte Haji Sukardi for her guidance and inspiration made the task of writing this research paper much easier to accomplish. Not forgetting my second examiner Mr Sibley Bin Dading for his unwavering support, encouragement and patience throughout this entire endeavor cannot be expressed in words.

Next I wish to extend my gratitude appreciation to the manager and all staffs of Tun Mustapha Gallery for giving me cooperation to finish this project paper.

And lastly, I must thank my beloved parents Manjah Bin Hj Ag Bahar and Norhaini Bte Ag Sulaiman also my marketing manager Abu Zarin Bin Abu Bakar Titingan whose giving me moral support, courage, understanding and financial support in completing this study. My appreciation also goes to my fellow friends Noorizah Hassan, Joanne Whelma Lojikim and Nuralia Dhaniyah for their guidance and giving me strength to complete the task. Without your support and camaraderie, this adventure would never have been so enjoyable.

Lastly, for those who are not mentioned, also a full appreciation for them who was giving me support. May Allah bless all of you.

## TABLE OF CONTENTS

<b><u>Contents</u></b>	<b><u>PAGE</u></b>
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF TABLES	iv
LIST OF FIGURES	v
ABSTRACT	vi
<b>CHAPTER 1: INTRODUCTION</b>	
1.1 Background of Company	1
1.1.1 Director message	2
1.1.2 Vision, mission, core values, objectives, role and function	4
1.2 Background of Study	7
1.3 Problem statement	8
1.4 Research Questions	9
1.5 Research Objectives	9
1.6 Theoretical Framework	10
1.7 Significance of Study	10
1.8 Scope of Study	11
1.9 Definition of Terms	12
1.10 Limitation of Study	13
<b>CHAPTER 2: LITERATURE REVIEW</b>	
2.1 Introduction	14
2.2 Customer Awareness (DV)	17
2.3 Public Relation (IV)	18
2.4 Sales Promotion (IV)	20
2.5 Personal Selling (IV)	21
2.6 Direct Marketing (IV)	23
2.7 Advertising (IV)	24

### **CHAPTER 3: RESEARCH METHODOLOGY**

3.1	Introduction	26
3.2	Research Design	26
3.3	Population	27
3.4	Research Sampling	27

### **CHAPTER 4: FINDING AND ANALYSIS**

4.1	Introduction	29
4.2	Respondent profile	30
4.3	Cross Tabulation Analysis	42

### **CHAPTER 5: CONCLUSION AND RECOMMENDATION**

5.1	Conclusion	43
5.2	Recommendation	44

BIBLIOGRAPHY	46
--------------	----

### **REFERENCES**

### **APPENDICES**

Appendix 1 – Survey Questionnaire

Appendix 2

## **ABSTRACT**

This paper studies on Tun Mustapha Gallery by emphasizing the awareness to the public based on the effectiveness promotional tools. To do so the researcher will need to look into factors that might contributed to significant of the study as well as making a judgmental decision based on promotional tools which is comparing the effectiveness of promotional tools that used by the gallery. For a period of five months in which during the practical training, the researcher need to identify the problem of gallery and solve the problem. The motive of this study is to increase the awareness of Tun Mustapha Gallery to the public.