



**THE EFFECTIVENESS OF PROMOTIONAL  
TOOLS IMPLEMENTED BY  
INSTITUTE OF MANAGEMENT MELAKA (IMM)**

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**APRIL 2006**

## DECLARATION OF ORIGINAL WORK



### BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA MELAKA

#### “DECLARATION OF ORIGINAL WORK”

I, Mohd Fadzil Bin Mohd Daud, (I/C Number: 811222-04-5087)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

A handwritten signature in black ink, appearing to be 'Fadzil', is written over a horizontal line.

Date: 09/05/2006

## **LETTER OF SUBMISSION**

28 April 2006

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
78000 Alor Gajah  
MELAKA

Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "THE EFFECTIVENESS OF PROMOTIONAL TOOLS IMPLEMENTED BY INSTITUTE OF MANAGEMENT MELAKA (IMM)" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



MOHD FADZIL BIN MOHD DAUD  
2003365529  
Bachelor of Business Administration (Hons) Marketing

## **ABSTRACT**

This research is carried out to investigate the assessment of the promotional tools that have been implemented by Institute of Management Melaka (IMM). IMM is a subsidiary of Melaka State Government and is managed by the Melaka Chief Minister Department.

The main functions of IMM are to provide important information, to plant and implement training programs, services of human resource development and organizers for seminars, luncheon talks and dinner talks on behalf of the Melaka Chief Minister's Department.

Various promotional activities have been implemented by IMM, but people still does not know the existence of IMM. This study will try to assess the effectiveness on these area of promotional tools and also to identify which of the promotional implemented by IMM is mostly effective. It is hoped that IMM will choose only an effective promotional tool and not one that is not effective. Suggestions and recommendations also will be included in this research.

Literature review from the previous authors and researchers is also included in this study. It could be used as a source of reference for the benefit of this research. The authors included are Kotler & Armstrong and also N.K. Malhotra.

The researcher will also propose his own conceptual model that identified the independent and dependent variables of the study. The independent variables for this study are advertising, personal selling, publicity and sales

promotion. The dependent variables are promotion effectiveness. The relationships between these variables are investigated. Four hypothesis also will be tested in this study.

The research design that will be used in this research is exploratory research. This research will also undergo a sampling: design and procedures. Two approaches will be used in collecting the data information; primary and secondary data. Finally, all the data will be analyzed by using Statistical Package for Social Science (SPSS).

All the findings regarding the effectiveness of promotional tools implemented by Institute of Management Melaka will be dicussed in Chapter 5.