



**FACULTY OF HOSPITALITY AND TOURISM  
SCHOOL OF TOURISM**

**FINAL EXAMINATION**

Student ID (in figures) : 

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Student ID (in words) : \_\_\_\_\_

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Course Code & Name : **EVE1314 INTRODUCTION TO INTEGRATED MARKETING  
COMMUNICATION**

Semester & Year : January – April 2024

Lecturer/Examiner : Liyana Shamimi Binti Mohamed Kamil

Duration : 2 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 sections:
  - SECTION A** : **SIX (6) short answers question. Answers are to be written in the (80 marks) Answer Booklet provided.**
  - SECTION B** : **ONE (1) essay question. Answer all questions in the Answer Booklet (20 marks) (s) provided**
2. Candidates are not allowed to bring any unauthorised materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

**WARNING:** The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to meet out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

**Total Number of pages = 3 (Including the cover page)**

**SECTION A:**                    **SHORT ANSWER QUESTIONS (80 marks)**  
**INSTRUCTION(S):**        **There are SIX (6) short answer questions.**  
   **Answer all questions in the Answer Booklet(s) provided.**

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**Question 1**

Explain **FIVE (5)** uses of public relations in event integrated marketing.

**15 marks**

**Question 2**

Describe **FIVE (5)** functions of advertising in promoting event.

**15 marks**

**Question 3**

Determine **FIVE (5)** classifications of advertising by medium.

**10 marks**

**Question 4**

Explain any **FIVE (5)** functions of public relations that are common in event management.

**15 marks**

**Question 5**

Explain **FIVE (5)** concepts in the process of consumer evaluation.

**10 marks**

**Question 6**

Problem recognition happens when the consumer recognizes a situation that can trigger a decision to make a certain purchase. Clarify **FIVE (5)** situations that can lead to problem recognition.

**15 marks**

**END OF PART A**

**SECTION B:** ESSAY QUESTIONS (20 marks).  
**INSTRUCTION:** There is ONE (1) essay question.  
Answer all question in the Answer Booklet (s) provided.

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**Question 1**

Public relations are one of the marketing techniques that using the unbiased endorsement of a third party to relay information about the organizational products or services. It supports the event marketing by providing a range of information via different activities. Elaborate **FOUR (4)** ways how public relations can support event marketing.

**20 marks**

**END OF EXAM PAPER**