



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DEV 2305 INTRODUCTION TO INTEGRATED MARKETING**
Semester & Year : January – April 2016
Lecturer/Examiner : Liyana Shamimi Mohamed Kamil
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
PART A (30 marks) : THIRTY (30) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
PART B (50 marks) : Answer all SIX (6) short answer questions. Answers are to be written in the Answer Booklet provided.
PART C (20 marks) : Answer ONE (1) essay question. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized 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 of Hospitality regards cheating as a most serious offence and will not hesitate to mete 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 of Hospitality.

Total Number of pages = 8 (Including the cover page)

PART B: SHORT ANSWER QUESTIONS (50 marks)
INSTRUCTION(S): There are **SIX (6)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

Describe **THREE (3)** functions of an event website.

(6 marks)

Question 2:

Justify **FIVE (5)** of Jun Ashman's principles that an event manager can use to promote an event using the internet.

(10 marks)

Question 3

Compare and contrast **TWO (2)** characteristics of one-to-one marketing and mass marketing.

(4 marks)

Question 4

Describe **FIVE (5)** criteria of research in selecting the media for event advertising.

(10 marks)

Question 5

Discuss **FIVE (5)** advantages of e-marketing in event management.

(10 marks)

Question 6

Describe **THREE (3)** communication levels that are available in marketing communication.

(10 marks)

END OF PART B

PART C: ESSAY QUESTIONS (20 marks).

INSTRUCTION: There is ONE (1) essay question. Answer all questions in the Answer Booklet (s) provided.

Question 1:

Public relation is a powerful tool to be used to convey information about events if it is well implemented. Explain in detail the functions of public relations in supporting an event.

(20 marks)

END OF EXAM PAPER