



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DEV2305 - INTRODUCTION TO INTEGRATED MARKETING**
Semester & Year : January – April 2017
Lecturer/Examiner : Liyana Shamimi Mohamed Kamil
Duration : 2 Hours

INSTRUCTONS TO CANDIDATES

1. **This question paper consists of 3 parts:**
 - PART A (20 marks) : TWENTY (20) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
 - PART B (60 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 = 7 (Including the cover page)

PART B: SHORT ANSWER QUESTIONS (60 marks)
INSTRUCTION(S): There are **SIX (6)** short answer questions.
Answer all questions in the Answer Booklet(s) provided.

Question 1

Evaluate **FIVE (5)** categories of promotional mix.

(10 marks)

Question 2:

Elaborate **FIVE (5)** strategies of promotion that can be used in event promotion.

(10 marks)

Question 3

Clarify **FIVE (5)** usages of email marketing in event.

(10 marks)

Question 4

Define any **FIVE (5)** tools that are used to gain publicity.

(10 marks)

Question 5

Briefly explain **FOUR (4)** categories of communication that are used in events.

(8 marks)

Question 6

Construct the process of communication that can be apply by an event organizer in order to promote a fashion show.

(12 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:

Langkawi International Maritime and Aerospace 2017 is organized by ENP Projects (M) Sdn. Bhd. Analyze why National Aeronautics and Space Administration (NASA) should consider sponsoring the event.

(20 marks)

END OF EXAM PAPER