



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **EVE1314 Introduction To Integrated Marketing Communication**
 Trimester & Year : January – April 2018
 Lecturer/Examiner : Liyana Shamimi Binti Mohamed Kamil
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
 - PART A (20 marks)** TWENTY (20) multiple choice questions. Shade your answers in the Multiple Choice Answer sheet provided
 - PART B (60 marks)** : SIX (6) short answers. Answers are to be written in the Answer Booklet provided.
 - PART C (20 marks)** ONE (1) essay question. Answer all questions in the Answer Booklet (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 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.

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)** benefits of excellent sponsor fit.

(10 marks)

Question 2:

The Olympic Games are one of the most effective international marketing platforms in the world.
Discuss **FIVE (5)** reasons that encourage McDonald's to sponsor Olympics.

(10 marks)

Question 3

Clarify **FIVE (5)** advantages of using E-Marketing to promote events.

(10 marks)

Question 4

Advertising is crucial in order to promote events. Explain **FIVE (5)** functions of event advertising.

(10 marks)

Question 5

Justify **FIVE (5)** uses of public relations in event management.

(10 marks)

Question 6

Elaborate **FIVE (5)** techniques of advertising that event managers can use to promote an event.

(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:

Malaysia Airlines System (MAS) is one of the corporate sponsors of MATTA Fair. Justify the benefits that can be gained by MAS by sponsoring this event.

(20 marks)

END OF EXAM PAPER