



FACULTY OF HOSPITALITY AND TOURISM
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 2019
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 answer questions. 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

Elaborate **FIVE (5)** disadvantages of using e-mail to market an event.

10 marks

Question 2

Identify and describe **FIVE (5)** components in promotional mix.

10 marks

Question 3

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

10 marks

Question 4

Describe **FIVE (5)** promotional tools used to promote MATTA Fair.

10 marks

Question 5

Explain **FIVE (5)** functions of event advertising.

10 marks

Question 6

State **FIVE (5)** objectives of customer sales promotion.

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

A well-maintained website can help an event manager gain a competitive advantage and improve the business image in this modern and paperless environment. Discuss the advantages of using website to position an event company.

20 marks

END OF EXAM PAPER