



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

**FINAL ASSESSMENT**

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 2020  
Lecturer/Examiner : Kit Thong  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 1 part:  
**PART A (100 marks) : FIVE (5) short essay questions.**
2. Students are to use Word document to type out the answers.
3. Students are to submit the softcopy of the answer script through CN Dropbox together with the completed Honour and Authenticity Declaration Form.

**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.

**PART A: SHORT ESSAY QUESTIONS (100 marks)**  
**INSTRUCTION(S): Answer ALL questions.**

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**Question 1**

Explain the combination of advertising appeals that you would use to attract the attention and communicate key content to the target consumers for the products listed below. Support your answer with examples.

- A) Anti-smoking campaign
- B) Luxury ladies perfume
- C) Beer
- D) Hair shampoo
- E) A restaurant chain

**20 marks**

**Question 2**

- A) In your own words, explain what is Integrated Marketing Communication.

**2 marks**

- B) Suggest **SIX (6)** sales promotions that could effectively market the Indigenous Cultural Festival. Support each answer with an example.

**18 marks**

**Question 3**

- A) Define what event marketing is.

**2 marks**

- B) Elaborate **SIX (6)** reasons for companies to use event marketing as part of the promotion strategy.

**12 marks**

- C) Identify **SIX (6)** types of event marketing that a company can use to build the brand.

**12 marks**

**Question 4**

Alex, the event manager of the Rockaway Music Festival 2021 is planning the promotion campaign for the event. Advise him on the most appropriate type of advertising that he should choose to achieve maximum impact.

**16 marks**

**Question 5**

A) Elaborate **THREE (3)** objectives of Promotional Mix.

**6 marks**

B) Explain how you could use the Promotional Mix to support the “Rainforest World Music Festival 2021”.

**12 marks**

**END OF ASSESSMENT PAPER**