



FACULTY OF HOSPITALITY AND TOURISM
SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in words) : _____

Course Code & Name : **EVE1314 INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION**
Semester & Year : January – April 2021
Lecturer/Examiner : Liyana Shamimi Binti Mohamed Kamil
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 sections:
SECTION A : SIX (6) short answers question. Answers are to be written in the (80 marks) Answer Booklet provided.
SECTION B : ONE (1) essay question. Answer all questions in the Answer Booklet (20 marks) (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 meet 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 = 3 (Including the cover page)

SECTION A: SHORT ANSWER QUESTIONS (80 marks)
INSTRUCTION(S): There are **SIX (6)** short answer questions.
Answer all questions in the Answer Booklet(s) provided.

Question 1

Elaborate **FIVE (5)** elements of advertising to make an effective advertisement.

15 marks

Answer:

Question 2

Attractive advertising messages can attract customers to buy the product and services. Analyze **FIVE (5)** common themes that used by the advertiser to create an effective advertising message for event.

15 marks

Answer:

Question 3

Public relation is a strategy to influence public opinion, based on two-way communication with the targeted publics. Explain **FIVE (5)** public segmentation to interpret their lifestyle to influence their opinion.

15 marks

Answer:

Question 4

12,000 tickets sellout after ticket launch for Ed Sheeran 2017 concert in Malaysia. Elaborate **FIVE (5)** advantages of online ticket selling especially for concert.

10 marks

Answer:

Question 5

Elaborate **FIVE (5)** functions of advertising.

15 marks

Answer:

Question 6

A good event PR practitioner will analyse the organization, find the positive messages and translate those messages into positive stories. Discuss **FIVE (5)** usage of public relations in events management.

10 marks

Answer:

END OF PART A

SECTION B: ESSAY QUESTIONS (20 marks).
INSTRUCTION: There is ONE (1) essay question.
Answer all question in the Answer Booklet (s) provided.

Question 1

As COVID-19 continues to rock the world with economic and health-related consequences, business professionals are wise to consider the present and future effects of the virus on air travel, hotel bookings, and event participation. Discuss the challenges that encountered by the event planners during this pandemic.

20 marks

Answer:

END OF EXAM PAPER