



FACULTY OF HOSPITALITY AND TOURISM  
SCHOOL OF TOURISM

FINAL EXAMINATION

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 : May - August 2021  
Lecturer/Examiner : Liyana Shamimi Binti Mohamed Kamil  
Duration : 2 Hours

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**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 = 6 (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.

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**Question 1**

Discuss **FOUR (4)** ways to seek information before joining a marathon.

**12 marks**

**Answer:**

**Question 2**

Elaborate **FIVE (5)** concepts used by consumers when evaluating their choices in attending events.

**15 marks**

**Answer:**

**Question 3**

Explain **FIVE (5)** elements of advertising that can help event marketers to achieve effective advertisement.

**15 marks**

**Answer:**

**Question 4**

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

**15 marks**

**Answer:**

#### **Question 5**

Discuss **FOUR (4)** types of sponsorship that an event can secure to gain funding..

**8 marks**

**Answer:**

#### **Question 6**

Sponsorship have the power to bring attention to a brand in a large market. Explain **FIVE (5)** reasons for an organization to use sponsorship as their communication tool.

**15 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.**

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**Question 1**

It is crucial to gain support from the business community from staging to the operation of every aspect in any events, including funding, technical services, and products. Justify **FOUR (4)** reasons why an organization would be keen to sponsor an event

**20 marks**

**Answer:**

**END OF EXAM PAPER**