



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 : May – August 2022
Lecturer/Examiner : Liyana Shamimi Binti Mohamed Kamil
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 sections:
SECTION A : SEVEN (7) 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 **SEVEN (7)** short answer questions.
Answer all questions in the Answer Booklet(s) provided.

Question 1

Advertising is the use of techniques and practices to promote product and services. Explain **FOUR (4)** components of advertising.

12 marks

Question 2

Determine **FOUR (4)** reasons why advertising works to promote events.

12 marks

Question 3

Explain **FOUR (4)** roles of advertising.

12 marks

Question 4

Discuss how Maslow's Hierarchy of Needs can be used in planning a conference event.

15 marks

Question 5

Discuss **THREE (3)** types of persuasive techniques used in advertising.

9 marks

Question 6

Explain **FIVE (5)** tools in promotional mix that can be used to market an event.

10 marks

Question 7

Explain **FIVE (5)** steps that involve in purchase decision process.

10 marks

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

The growth of Internet access has rapidly changed the patterns of work, leisure, access to information and media exposure across the world. Justify **FOUR (4)** benefits of using the Internet as a tool in event marketing.

20 marks

END OF EXAM PAPER