

FACULTY OF HOSPITALITY AND TOURISM SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in figures)	:													
Student ID (in words)	:													
Course Code & Name	:		_		KODU ATION	CTION	ТОТ	NTEG	iRATE	D MA	ARKET	ING		
Semester & Year	:	May	y - Aı	ıgust	2023									
Lecturer/Examiner	:	Liya	na Sl	hamir	mi Bin	ti Mo	hame	d Kar	nil					
Duration	:	2 H	ours											

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.
- 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

Explain FIVE (5) functions of advertising.

15 marks

Question 2

Describe **FIVE (5)** elements with its purpose to create an effective advertisement.

15 marks

Question 3

Determine FIVE (5) types of promotional tools in advertising with relevant examples.

15 marks

Question 4

Clarify **FIVE (5)** ways of promotional strategies that company can use to advertise, promote and sell their goods.

15 marks

Question 5

Determine **FIVE (5)** situations that can lead to problem recognition during the process of buying decision .

10 marks

Question 6

Clarify **FIVE (5)** concept in consumer evaluation 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



20 marks

Advertising is a message designed to promote a product, a service, or an idea. It is a means of communication in which a product, brand or service is promoted to a viewership, prospect or consumer in order to attract interest, engagement and sales. Discuss **FOUR (4)** categories of advertising appeals that used in advertising.

END OF EXAM PAPER