



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **EVE1314 - INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION**
Semester & Year : May - August 2017
Lecturer/Examiner : Liyana Shamimi Mohamed Kamil
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
PART A (20 marks) : TWENTY (20) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
PART B (60 marks) : Answer all SIX (6) short answer questions. Answers are to be written in the Answer Booklet provided.
PART C (20 marks) : Answer ONE (1) essay question. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized 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 of Hospitality 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 of Hospitality.

Total Number of pages = 6 (Including the cover page)

PART B: SHORT ANSWER QUESTIONS (60 marks)
INSTRUCTION(S): There are **SIX (6)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

Discuss **FIVE (5) methods** how public relations practitioners communicate event marketing information to the target audience.

(10 marks)

Question 2:

Elaborate **FIVE (5)** types of promotional strategy.

(10 marks)

Question 3

a. Identify **TWO (2)** types of public relations in event marketing.

(4 marks)

b. Describe **THREE (3)** main roles of public relations in event marketing.

(6 marks)

Question 4

Describe **FIVE (5)** types of advertisement by medium.

(10 marks)

Question 5

Discuss **FIVE (5)** techniques of advertising in event marketing.

(10 marks)

Question 6

Briefly explain **FIVE (5)** activities of a sales force, as suggested by Kotler (2010).

(10 marks)

END OF PART B

PART C: ESSAY QUESTIONS (20 marks).

INSTRUCTION: There is ONE (1) essay question. Answer all questions in the Answer Booklet (s) provided.

Question 1:

As final-year event student, you are required to plan a community event at your neighborhood. Discuss the steps involved in the process of public relations planning for the community event.

(20 marks)

END OF EXAM PAPER