



## 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**  
 Trimester & Year : May – August 2018  
 Lecturer/Examiner : Liyana Shamimi Binti Mohamed Kamil  
 Duration : 2 Hours

**INSTRUCTIONS TO CANDIDATES**

- This question paper consists of 3 parts:
  - PART A (20 marks)** : TWENTY (20) multiple choice questions. Shade your answers in the Multiple Choice Answer sheet provided
  - PART B (60 marks)** : SIX (6) short answers question. Answers are to be written in the Answer Booklet provided.
  - PART C (20 marks)** : ONE (1) essay question. Answer all questions in the Answer Booklet (s) provided
- 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.
- 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 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.

**Total Number of pages = 7 (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.

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**Question 1**

Explain **FIVE (5)** methods of communication that can be used in event marketing.

10 marks

**Question 2**

Discuss any **FIVE (5)** types of advertising appeals.

10 marks

**Question 3**

Sponsorship provided by corporations, media and government are based on a thorough assessment of the benefits. Clarify **FIVE (5)** benefits an event receives from sponsorship.

10 marks

**Question 4**

Elaborate **FIVE (5)** ways of promotional strategy that can be adapted in promoting community events.

10 marks

**Question 5**

List **FIVE (5)** advertising media selection and justify its advantages.

10 marks

**Question 6**

Discuss **FIVE (5)** features of successful event advertising campaign.

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.**

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**Question 1**

Concert show organizers tend to use website to distribute information and updates about the concerts that they are promoting. Discuss the advantages of using this as form of communication in disseminating information to prospect concert attendees.

**20 marks**

**END OF EXAM PAPER**