



FACULTY OF HOSPITALITY AND TOURISM  
SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in figures) : 

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Student ID (in words) : \_\_\_\_\_

Course Code & Name : **EVE1314 INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION**  
Trimester & Year : May - August 2019  
Lecturer/Examiner : Liyana Shamimi Binti Mohamed Kamil  
Duration : 2 Hours

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 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
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 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**

The use of precise marketing strategies often produces encouraging results. Elaborate **FIVE (5)** strategies that focus on the needs of a particular target market.

**10 marks**

**Question 2**

Identify **FIVE (5)** reasons why integrated marketing communications is important in promoting events.

**10 marks**

**Question 3**

Describe **FIVE (5)** principles of internet usage that can be utilized by event manager as stated by Jun Ashman.

**10 marks**

**Question 4**

Explain **SIX (6)** phases in developing effective communication in marketing an event.

**12 marks**

**Question 5**

State **FIVE (5)** cross cultural barriers that can restrict information delivery to a group of international conference attendees.

**10 marks**

**Question 6**

Tickets to Ed Sheeran's concert sold out within 30 minutes after it was launch online. Elaborate **FOUR (4)** advantages of online ticket selling for events.

**8 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**

Communication is any exchange of information between two entities. Analyze the communication objectives as mentioned by Boone and Kurtz.

**20 marks**

**END OF EXAM PAPER**