



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 2020
Lecturer/Examiner : Liyana Shamimi Binti 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. Shade your answers in the Multiple Choice Answer sheet provided
 - PART B (60 marks)** : FIVE (5) 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 = 8 (Including the cover page)

PART B: SHORT ANSWER QUESTIONS (60 marks)
INSTRUCTION(S): There are **FIVE (5)** short answer questions.
Answer all questions in the Answer Booklet(s) provided.

Question 1

Communication is any exchange of information between two entities. Explain **FOUR (4)** communication objectives as mentioned by Boone and Kurtz.

12 marks

Question 2

Discuss **SIX (6)** reasons why integrated marketing communications is important in promoting events.

12 marks

Question 3

The internet is widely used in marketing events. Elaborate **SIX (6)** principles of internet usage that proposed by Jun Ashman.

12 marks

Question 4

Networking is one of the motivator for event attendees. State **SIX (6)** cross cultural barriers that can restrict the networking session with a group of international conference attendees.

12 marks

Question 5

Tickets to famous Korean girl group, Blackpink concert sold out within 30 minutes after it was launch online. Elaborate **FOUR (4)** advantages of online ticket selling.

12 marks

END OF PART B

PART C: ESSAY QUESTIONS (20 marks).
INSTRUCTION: There is ONE (1) essay question.
Answer all question in the Answer Booklet (s) provided.

Question 1

Defining your target market is one of a marketer's most important tasks. It's the foundation of all elements of your marketing strategy, from how you develop and name your products or services right through to the marketing channels you use to promote them. Apply **FOUR (4)** strategies that is focusing on the needs of a particular target market.

20 marks

END OF EXAM PAPER