



**SCHOOL OF TOURISM**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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

Subject Code & Name : **DEV 2305 - Introduction To Integrated Marketing**  
Semester & Year : September - December 2016  
Lecturer/Examiner : Liyana Shamimi Mohamed Kamil  
Duration : 2 Hours

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**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 SEVEN (7) 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 = 7 (Including the cover page)**

**PART B: SHORT ANSWER QUESTIONS (60 marks)**  
**INSTRUCTION(S):** There are **SEVEN (7)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

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**Question 1**

Describe 'AIDA' in detail and provide example of each characteristic.

(8 marks)

**Question 2:**

Elaborate **THREE (3)** objectives of customer sales promotion.

(6 marks)

**Question 3**

a. Define persuasive techniques.

(2 marks)

b. Describe **THREE (3)** categories of persuasive techniques that can be used in event advertising.

(6 marks)

**Question 4**

Justify **FOUR (4)** major groups of advertising appeals.

(8 marks)

**Question 5**

Describe **FIVE (5)** components that are available in a press release.

(10 marks)

**Question 6**

Briefly explain **FIVE (5)** motives of sponsorship.

(10 marks)

**Question 7**

Explain **FIVE (5)** tools used in integrated marketing communication.

(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:**

As the President of BUCH Student council, you are required to organize a team building activities to develop relationship among the team members. Discuss how you can fulfill your team members' needs during the team building.

(20 marks)

**END OF EXAM PAPER**