



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 : September - December 2018
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) : 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.

Question 1

Elaborate **FIVE (5)** cultural barriers when organizing events in Japan.

10 marks

Question 2

Identify and describe **SEVEN (7)** components of communication that occurs during the creation of an event marketing plan.

14 marks

Question 3

One of the methods efforts to motivate employees is through internal sales campaigns that help the business to increase sales especially in selling MICE events. Explain **FIVE (5)** objectives of internal sales promotion.

10 marks

Question 4

Describe **FIVE (5)** promotional tools used to promote Olympic Games.

10 marks

Question 5

Justify the usage of **FIVE (5)** different advertising media selection.

10 marks

Question 6

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

6 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

Public relations support event marketing effort by providing a range of relevant information from primary and secondary data to inform about an event. Discuss how public relations activities communicate the event marketing information to the publics.

20 marks

END OF EXAM PAPER