



FACULTY OF HOSPITALITY AND TOURISM  
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 : September 2019 – December 2019  
Lecturer/Examiner : Reuben Chen  
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) : FOUR (4) 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 **FOUR (4)** short answer questions.  
Answer all questions in the Answer Booklet(s) provided.

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**Question 1**

Identify and describe **FIVE (5)** classification of barriers to communication. Give an example for each classification. **(15 marks)**

**Question 2**

Identify **FIVE (5)** types of media commonly used in the communications of an event and describe the advantage for each type. Illustrate your answers with example. **(15 marks)**

**Question 3**

Identify and describe **FIVE (5)** reasons for the importance of integrated marketing communications. Provide one example for each reason. **(15 marks)**

**Question 4**

Event public relations practitioners are constantly aiming at ongoing engagement with the target audience. Describe **FIVE (5)** public relations functions that support this purpose. **(15 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**

The Integrated Brand Communication (IBC) planning process is a model developed to help brand communicators devise both long-term and short-term integrated communication plans for any product or service. The IBC process follows outside-in principles, in which the impetus for planning is customer and prospect knowledge and behavior rather than a company-focused effort.

In relation to the passage above, use an event as an example and apply the Integrated Brand Communication process outlined by Schultz and Barnes. **(20 marks)**

**END OF EXAM PAPER**