



**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**
 Semester & Year : September - December 2020
 Lecturer/Examiner : Liyana Shamimi Binti Mohamed Kamil
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 sections:
SECTION A : **SIX (6) short answers question. Answers are to be written in the (80 marks) Answer Booklet provided.**
SECTION B : **ONE (1) essay question. Answer all questions in the Answer Booklet (20 marks) (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 = 3 (Including the cover page)

SECTION A: SHORT ANSWER QUESTIONS (80 marks)
INSTRUCTION(S): There are **SIX (6)** short answer questions.
Answer all questions in the Answer Booklet(s) provided.

Question 1

Elaborate **FIVE (5)** main reasons for an organization's choice of sponsorships as part of its communications strategy.

10 marks

Question 2

Elaborate **SIX (6)** of natural sponsorship fit between Adidas and World Cup.

12 marks

Question 3

Explain **FOUR (4)** cross-cultural barriers that can limit the group activity session during inter-company training.

12 marks

Question 4

a) Describe 'advertising'.

2 marks

b) State the evolution of advertising that has affected consumer thoughts, feelings, and actions.

12 marks

Question 5

Barriers to communication is anything that hinders the effective exchange of thoughts. Explain **FOUR (4)** factors of communication barriers.

12 marks

Question 6

The advertising for the event sector is a specific form of marketing communications, which is concerned with bringing information about an organization, its products and services, or any other messages to the attention of the market.

a) Elaborate **FIVE (5)** basic principle of advertising.

10 marks

b) Clarify **FIVE (5)** effective media channels that used to promote events.

10 marks

END OF PART A

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

Question 1

An event sponsor is a company that supports an event, usually by providing funds, in exchange for something valuable. Analyze **FOUR (4)** ways that event manager can sell sponsorship packages to potential event sponsors.

20 marks

END OF EXAM PAPER