



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 2021
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 meet 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

Discuss **FOUR (4)** challenges when event attendees are exposed to information overload.

12 marks

Question 2

Elaborate **FIVE (5)** importance of marketing communications to event organization.

15 marks

Question 3

Explain **FIVE (5)** basic factors of advertising that can help event marketers to achieve effective advertisement.

15 marks

Question 4

Elaborate **FIVE (5)** societal role of advertising.

15 marks

Question 5

Discuss **FOUR (4)** impacts of globalization in event industry.

8 marks

Question 6

The trends towards DIY event planning and the adoption of independent booking via the internet for venue services have also created a shifting focus in terms of the message content of advertising. Explain **FIVE (5)** reasons in the shift of direction in event advertising messages.

15 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

A careful analysis of event attendees' needs and lifestyles, as well as their level of financial and socio-political assets, it will directly influence the creation of precise marketing. Justify **FOUR (4)** needs of target market strategies in order to understand the particular target market needs to attend an event.

20 marks

END OF EXAM PAPER