



**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**  
Semester & Year : September – December 2022  
Lecturer/Examiner : Liyana Shamimi Binti Mohamed Kamil  
Duration : 2 Hours

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 sections:  
SECTION A : SEVEN (7) 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 SEVEN (7) short answer questions.**  
   **Answer all questions in the Answer Booklet(s) provided.**

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**Question 1**

Explain **SIX (6)** psychological barriers that can be the cause of misleading in communication during an event project.

**12 marks**

**Question 2**

Determine **FOUR (4)** components in advertising.

**12 marks**

**Question 3**

a) Elaborate the term “target audience” with **ONE (1)** example of an ideal target audience.

**3 marks**

b) Explain **THREE (3)** types of target audience.

**9 marks**

**Question 4**

Discuss how Maslow’s Hierarchy of Needs can be used towards the attendees of a conference.

**15 marks**

**Question 5**

Describe **THREE (3)** types of advertising that can be used in events and illustrate your answers with relevant examples.

**9 marks**

**Question 6**

Explain **FIVE (5)** basic factors in advertising.

**10 marks**

**Question 7**

Clarify **FIVE (5)** tools that can be used in public relations.

**10 marks**

**END OF PART A**

**SECTION B:**  
**INSTRUCTION:**

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

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**Question 1**



Communication barrier are caused by any problems when two people cannot communicate with each other. Discuss the **FOUR (4)** factors that can contribute to the communication barrier.

**20 marks**

**END OF EXAM PAPER**