



**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 2023
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

Explain **FIVE (5)** classifications of medium that can commonly use to advertise an event.

15 marks

Question 2

Describe the elements of advertising to create an effective advertisement.

15 marks

Question 3

Determine **FIVE (5)** psychological barriers in communication.

15 marks

Question 4

It is a huge success for an event company to organize an event at international level. Clarify **FIVE (5)** cross-cultural barriers that can affect the communication in managing an event internationally.

15 marks

Question 5

Communication objectives are the goals and ideals that influence the ways a business or individual communicates with customers, employees or other stakeholders. Determine **SIX (6)** steps to determine the communication objective.

12 marks

Question 6

Clarify **FOUR (4)** subcategories of verbal communication.

8 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.

Question 1



Advertising is a communication strategy that marketing and advertising professionals use to grab attention and persuade people to buy or act. The usage of advertising appeals aims to influence the way consumers view themselves and how buying certain products can prove to be beneficial for them. Elaborate **FOUR (4)** categories of advertising appeals that used in advertising.

20 marks

END OF EXAM PAPER