

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)** ways of communication that used effectively in promoting events.

15 marks

Question 2

One of the ways of promoting a brand or services is via sponsorship. Discuss **FIVE (5)** key considerations that an organizations can evaluate when selecting sponsorships as part of their communications strategy.

15 marks

Question 3

The effective advertising is proven to meet the objective in promoting an event. Analyze **FIVE (5)** types of effective advertising.

15 marks

Question 4

Clarify **FIVE (5)** reasons why an individual or companies need to sponsor an event.

15 marks

Question 5

Adam is considering buying tickets to attend the KL Indie Music Fest through social media. Explain **SIX (6)** buyer readiness stage that Adam will experience in the process of buying the tickets.

12 marks

Question 6

Advertising is like a test to assess human responses in a commercial world like ours; examine their reactions to price, advertising, and other promotional programmes. Elaborate **FOUR (4)** roles of advertising that can actually manipulate people to attend an event.

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

Sponsorship is a business relationship between the provider of funds, resources or services and an individual, event or organization, which offers in return some rights and association that used for commercial advantage. Discuss **FOUR (4)** reasons that can drive an individual or organization to sponsor an event.

20 marks

END OF EXAM PAPER