

FACULTY OF HOSPITALITY AND TOURISM SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in figures)	:														
Student ID (in words)	:														
Course Code & Name Semester & Year	:				GRAT	ED M	ARKE	TING	i CON	IMUN	IICAT	ION F	OR E	VENT	s
Lecturer/Examiner	:		•	•		- ti Mol	hame	d Kar	nil						
Duration	:	3 H	ours												

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

Elaborate **FIVE (5)** ways of communication that used effectively in promoting events.

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.

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.

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

15 marks

15 marks

15 marks

SECTION B:ESSAY QUESTIONS (20 marks).INSTRUCTION: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