

**SCHOOL OF TOURISM**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **EVE1543 – INTEGRATED MARKETING COMMUNICATION FOR EVENTS**  
Semester & Year : January- April 2017  
Lecturer/Examiner : Angie Tung  
Duration : 3 Hours

**INSTRUCTONS TO CANDIDATES**

1. This question paper consists of 2 parts:
  - PART A (80 marks) : Answer all EIGHT (8) short answer questions. Answers are to be written in the Answer Booklet provided.**
  - PART B (20 marks) : Answer ONE (1) essay question. Answers are to be written in the Answer Booklet provided.**
2. Candidates are not allowed to bring any unauthorized 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 of Hospitality regards cheating as a most serious offence and will not hesitate to mete 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 of Hospitality.

**Total Number of pages = 3 (Including the cover page)**

**PART A : SHORT ANSWER QUESTIONS (80 MARKS)**

**INSTRUCTION : EIGHT (8)** Short Answer Questions. Answer **ALL** questions in the Answer Booklet(s) provided.

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1. What do you understand by the term 'Integrated Marketing Communication (IMC)?  
(2 marks)
  
2. Jenny is an event organizer who is planning to promote the annual property expo that she is working on by using promotional mix.
  - a. Propose **FIVE (5)** promotional tools that Jenny can use in her planning.  
(10 marks)
  
  - b. What are the strengths and weaknesses of each tool of the promotional mix described above?  
(10 marks)
  
3. Elaborate the element of communication process in detail. (16 marks)
  
4. Alan is promoting the 16<sup>th</sup> Jazz International Music Festival in Penang for his client. Suggest **FOUR (4)** communication methods that Alan can use in his marketing plan.  
(8 marks)
  
5. Event organizer applies AIDA model in the process of designing the marketing message. Describe AIDA model in the event context. (8 marks)
  
6. Explain the advantages and disadvantages of using transit advertising. (8 marks)
  
7. June holds the position of Senior Public Relations at McDonalds for over 10 years. What are the **FIVE (5)** golden rules that she can practice to build positive media liaisons in her workplace?  
(10 marks)
  
8. Explain SWOT analysis as a strategic planning tool in your event. (8 marks)

**END OF PART A**

**PART B : ESSAY QUESTION (20 MARKS)**

**INSTRUCTION : ONE (1)** Essay Question. Answer ALL the questions in the Answer Booklet(s) provided.

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**Question 1**

Without an effective integrated marketing communication (IMC) strategy, an event is doomed to fail! As event organizer, discuss the marketing mix that will ensure the success of an event.

(20 marks)

**END OF EXAMINATION PAPER**