

**FACULTY OF HOSPITALITY AND TOURISM****FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) :

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Course Code & Name : **EVE1543 INTEGRATED MARKETING COMMUNICATIONS FOR EVENTS**  
Trimester & Year : JAN 2021  
Lecturer/Examiner : Tan Choo Khuan  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

- This question paper consists of 2 parts:**  
**PART A (80 marks) : EIGHT (8) short answers question. Answers are to be written in the Answer Booklet provided.**  
**PART B (20 marks) : ONE (1) essay question. Answer all question in the Answer Booklet (s) provided**
- Candidates are not allowed to bring any unauthorised materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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 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.

**Total Number of pages = 4 (Including the cover page)**

**PART A: SHORT ANSWER QUESTIONS**

**INSTRUCTION(S):** There are **EIGHT (8)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

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**Question 1:**

IMC is an approach to brand communications where the different modes work together to create a seamless experience for the customer and are presented with a similar tone and style that reinforces the brand's core message. Elaborate **FIVE (5)** components of IMC. (10 marks)

**Question 2:**

AIDA is an acronym developed in 1898 by advertising pioneer E. St. Elmo Lewis. It describes the steps that a prospective customer goes through before deciding to buy a product or service. Explain **FOUR (4)** stages of AIDA. (10 marks)

**Question 3**

Sales promotion is the process of persuading a potential customer to buy the product. Discuss the tools of **PUSH** strategy in increasing sales promotion? (10 marks)

**Question 4**

Public relations are one of the tools in integrated marketing. Analyze the segmentation on publics to interpret their lifestyle and its value for event promotion. (10 marks)

**Question 5**

All types of advertising demand creative and original messages that are strategically well executed. Explain **FIVE (5)** types of advertising that can attract event attendees. (10 marks)

**Questions 6**

Advertising generally has a role to play in the development of society. Discuss **FOUR (4)** economic role of advertising. (10 Marks)

**Question 7**

Discuss the benefits of using the Internet in event marketing communications. (10 marks)

### **Question 8**

Sponsorship is a business relationship between a provider of funds, which offers in return some rights and association that may be used for commercial advantage. Discuss **FIVE (5)** motives for event sponsorship. (10 marks)

**END OF PART A**

**PART B: ESSAY QUESTIONS.**

**INSTRUCTION:** There is **ONE (1)** essay question. Answer all question in the Answer Booklet (s) provided.

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**Question 1:**

Advertising plan can help event planner to develop, review and measure the effectiveness of the event advertising campaigns are in line with the event marketing objectives. Justify the components of advertising that can be used for successful event advertising. (20 marks)

**END OF EXAM PAPER**