



FACULTY OF HOSPITALITY AND TOURISM  
SCHOOL OF 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 COMMUNICATION FOR EVENTS**  
Semester & Year : May – August 2021  
Lecturer/Examiner : Liyana Shamimi Binti Mohamed Kamil  
Duration : 3 Hours

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**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 = 6 (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.**

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**Question 1**

Internal and external communications are important to successful event management in many ways and at every level, among individuals and between organizations.

a) Define 'communication'.

**1 mark**

b) Describe **SEVEN (7)** components of communications that can occur when exchanging an information for a virtual conference

**14 marks**

**Answer:**

a)

b)

**Question 2**

Explain any **FIVE (5)** types of advertising medium with its advantages and limitations.

**15 marks**

**Answer:**

**Question 3**

Elaborate **FIVE (5)** purpose of customer sales promotion

**15 marks**

**Answer:**

**Question 4**

Clarify any **FIVE (5)** ways that can be used to successfully promote sales promotion lead

**15 marks**

**Answer:**

**Question 5**

Explain **FIVE (5)** basic elements of advertising

**10 marks**

**Answer:**

**Question 6**

Describe **FIVE (5)** societal role that can influence the ways in advertising a products or services.

**10 marks**

**Answer:**

**END OF PART A**

**SECTION B: ESSAY QUESTIONS (20 marks).**  
**INSTRUCTION: There is ONE (1) essay question.**  
**Answer all question in the Answer Booklet (s) provided.**

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**Question 1**

Communications in event marketing involves all the tools you use to communicate with your existing or potential attendees. The Internet has become the medium for communication and playing an enormous role for marketing communications. Justify **FOUR (4)** benefits of using the internet to promote a virtual conference.

**20 marks**

**Answer:**

**END OF EXAM PAPER**