



**FACULTY OF HOSPITALITY AND TOURISM
SCHOOL OF TOURISM**

FINAL EXAMINATION

Student ID (in figures) :

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Student ID (in words) : _____

Course Code & Name : **EVE1543 INTEGRATED MARKETING COMMUNICATION FOR EVENTS**
 Semester & Year : May – August 2022
 Lecturer/Examiner : Liyana Shamimi Binti Mohamed Kamil
 Duration : 3 Hours

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

Jayce is an event organizer who is planning to promote the annual education expo that she is working on by using promotional mix. Propose **FIVE (5)** promotional tools that Jayce can use in her planning.

15 marks

Question 2

Advertising is one of the numerous tools used during the event promotion, or as a communication tool to deliver messages. Discuss **FIVE (5)** functions of advertising.

15 marks

Question 3

Adam is promoting the KL Indie Music Fest for his client. Suggest **FIVE (5)** communication methods that Alan can use in his marketing plan.

15 marks

Question 4

Clarify **FIVE (5)** ways to achieve effective skills in communication.

15 marks

Question 5

Adam is considering promoting KL Indie Music Fest through social media. Explain **FIVE (5)** benefits to promote the event using social media.

10 marks

Question 6

Globalization is primarily an economic process of integration, which has social and cultural aspects as well. Elaborate **FIVE (5)** impact of globalization that can be achieved through organizing international events.

10 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

The event industry has many reasons to be cautiously optimistic about the future, especially after the pandemic. Discuss **FIVE (5)** trends that can be implemented by event planners to organize a better event.

20 marks

END OF EXAM PAPER