



**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 COMMUNICATIONS FOR EVENTS**
 Trimester & Year : May – August 2019
 Lecturer/Examiner : Liyana Shamimi Binti Mohamed Kamil
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. 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
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 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.

Question 1:

Elaborate the functions of public relations in transmitting valuable information of an event to the community.

(10 marks)

Question 2:

Advertising messages need to be enticing enough to lure the customers to buy the product and services. Analyze the common themes that can be used to create effective advertising messages.

(10 marks)

Question 3:

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 4:

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)

Question 5:

Describe **FIVE (5)** target players that are involved in marketing an event.

(10 marks)

Question 6:

Briefly discuss **FIVE (5)** societal roles of advertising.

(10 marks)

Question 7:

Discuss the benefit of marketing communications in promoting local events to international attendees.

(10 marks)

Question 8:

As business events become increasingly globalized, event attendees are coming from a multitude of different countries.

a) Define event globalization.

(2 marks)

b) Elaborate the impact of event globalization in promoting events in Malaysia.

(8 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.

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