



**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 : September – December 2019
Lecturer/Examiner : Liyana Shamimi Binti Mohamed Kamil
Duration : 3 Hours

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 questions 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 = 3 (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 **FIVE (5)** functions of advertising that can help event planners to advertise their events.

(10 marks)

Question 2:

Elaborate on the changes in the structure of hospitality and tourism industry that can benefit the event planner to sustain in event industry.

(10 marks)

Question 3:

Discuss **FIVE (5)** benefits of using Internet in event marketing communications.

(10 marks)

Question 4:

Explain **FIVE (5)** types of channels that are applicable to promote events.

(10 marks)

Question 5:

Outline **FIVE (5)** functions of public relations in event management event.

(10 marks)

Question 6:

Describe the benefits of advertising in helping business such as event management to attract attendance to events.

(10 marks)

Question 7:

Advertising appeal aims to influence consumers of the benefit in attending certain events. Identify **FIVE (5)** ways event marketers can creatively use advertising appeals to promote event.

(10 marks)

Question 8:

Determine how public relations can provide support in promoting events.

(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.

Question 1:

The tragic events of September 11, 2001 have changed the way people travel and gather for events. The resulting cancellation of events and downturn in attendance for events that were held after the terrorist attacks compelled new strategies for event marketing. Evaluate the challenges faced by the event planners after the incident and strategies to minimise the impacts.

(20 marks)

END OF EXAM PAPER