



FACULTY OF HOSPITALITY AND TOURISM
SCHOOL OF TOURISM

FINAL EXAMINATION
MARKING SCHEME

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 2024
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 = 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.

Question 1

Elaborate **FIVE (5)** reasons that can drive an individual or organization to sponsor an event. **15 marks**

Question 2

Discuss **FIVE (5)** reasons that organization wanted to sponsor an event as a part of their integrated marketing communication strategy. **15 marks**

Question 3

Analyze **FIVE (5)** challenges that faced by the event planners. **15 marks**

Question 4

Describe **THREE (3)** categories of sales promotions. **15 marks**

Question 5

Clarify **FOUR (4)** roles of sales promotion. **12 marks**

Question 6

Elaborate **FOUR (4)** selections of sales promotion that can attract customer to purchase a product or services and justify your answer with an example of each. **8 marks**

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.

Question 1

The years businesses lost during the Covid-19 have resulting cancellations of events that were planned way before the pandemic strike has compelled for new strategies for event marketing during the period of time. Evaluate **FOUR (4)** trends in event that event marketers must now be involved with issues of emergency planning and rapid response to react in times of national crisis.

20 marks

END OF EXAM PAPER