



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) : [grid of 14 empty boxes]

Student ID (in Words) : \_\_\_\_\_

Subject Code & Name : BEV1307 – INTEGRATED MARKETING FOR EVENTS
Semester & Year : May – August 2017
Lecturer/Examiner : Liyana Shamimi Mohamed Kamil
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- 1. This question paper consists of 2 parts: PART A (80 marks) : Answer all SEVEN (7) short answer questions. PART B (20 marks) : Answer ONE (1) essay question.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any).
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 of Hospitality 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 of Hospitality.

Total Number of pages = 4 (Including the cover page)

**PART A: SEVEN (7) SHORT ANSWER QUESTIONS (80 marks)**  
**INSTRUCTION(S):** There are SEVEN (7) short answer questions. Answer all questions in the Answer Booklet(s) provided.

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**Question 1:**

Elaborate **FIVE (5)** ways that the needs of attendees in a conference can be fulfilled as suggested by Maslow.

(15 marks)

**Question 2:**

a) Define risk management.

(2 marks)

b) Evaluate the **FOUR (4)** steps in conducting event risk management assessment for a marathon.

(8 marks)

**Question 3:**

Discuss **FIVE (5)** public relations techniques that are appropriate for community events.

(10 marks)

**Question 4:**

Describe **FIVE (5)** disadvantages for event e-mail marketing.

(10 marks)

**Question 5:**



Propose **FIVE (5)** methods of communication that can be used to promote the above event.

(10 marks)

**Question 6:**

Justify **FIVE (5)** public relation activities that support event marketing

(10 marks)

**Question 7:**

Briefly describe the importance of IMC in event industry.

(15 marks)

**END OF PART A**

**PART B: ONE (1) essay question (20 marks)**

**INSTRUCTION: There is ONE (1) essay question. Answer the question in the Answer Booklet (s) provided.**

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**Question 1:**

Zoom Promotions, a triathlon promotion company is planning a triathlon race in Langkawi. Decathlon, one of the largest sports retailing company in Malaysia is interested to sponsor this event. Justify the reasons that motive Decathlon in sponsoring this event.

(20 marks)

**END OF EXAM PAPER**