



FACULTY OF HOSPITALITY AND TOURISM  
SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in figures) : 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

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

Course Code & Name : **EVE1543 INTEGRATED MARKETING COMMUNICATION FOR EVENTS**  
Semester & Year : September - December 2021  
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**

Internal and external communications are important to successful event management in many ways and at every level, among individuals and between organizations.

- a) Define the theory of buyer readiness stages.

**2 marks**

- b) Describe **SIX (6)** components of the above theory that can encourage the potential marathon attendees to participate.

**12 marks**

**Question 2**

Clarify **FIVE (5)** skills to encourage effective communication in managing events.

**15 marks**

**Question 3**

Discuss **FOUR (4)** challenges that often face by the event planners.

**16 marks**

**Question 4**

Clarify any **FIVE (5)** ways that can be successfully used to promote sales promotion lead in selling tickets to event.

**15 marks**

**Question 5**

Using discounts, gifts, premiums and prize to the single ticket buyers, but can also use for corporate hospitality clients. Elaborate **FIVE (5)** objectives of customer sales promotions.

**10 marks**

**Answer:**

**Question 6**

Elaborate **FIVE (5)** motives that organization hold on to in deciding to sponsor a non-profit events.

**10 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**

Globalization is primarily an economic process of integration, which has social and cultural aspects to merge and develop as well as exchanging knowledge. Discuss **FOUR (4)** impact of globalization that affected the organization of the Olympics especially in Asian continents.

**20 marks**

**END OF EXAM PAPER**