



TECHNICAL UNIVERSITY OF MOMBASA
School of Humanities & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT
(DHIM M13)

BHC 2307: EVENTS MANAGEMENT

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JUNE/JULY 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room.
- Cheating leads to disqualification.
- *This paper consists of Two printed pages.*

SECTION A (Compulsory) 30 Marks

QUESTION 1

- a) Briefly explain the process of developing an event concept. **(10 marks)**
- b) Describe any **FIVE** characteristics of events that make them unique from other services. **(10 marks)**
- c) Explain the impact of events on the economy of a community. **(10 marks)**

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

Discuss the role of government in the events business. **(20 marks)**

QUESTION 3

- a) Describe the role of the following event suppliers:
 - i) Production companies
 - ii) Event catering companies
 - iii) Exhibition and theatrical contractors.
 - iv) Technical services and multi media companies
- b) Discuss the possible motives that influence people to attend events. **(10 marks)**

QUESTION 4

Describe in details the events planning process. **(20 marks)**

QUESTION 5

- a) Describe the activities that take place during events closedown. **(10 marks)**
- b) Explain the details evaluation done after an event is done. **(10 marks)**