



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT  
(DHIM J13)

**BHT 2307: EVENTS MANAGEMENT**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES:** FEBRUARY 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) The Technical University of Mombasa is planning its 2<sup>nd</sup> graduation ceremony. You have been appointed as an advisor to the Senate, describe the advise you would give to ensure that the graduation ceremony succeeds. **(20 marks)**
- b) Describe the different categories of special events. **(10 marks)**

## SECTION B (Answer any TWO questions) 40 Marks

### QUESTION 2

Discuss the characteristics of events. **(20 marks)**

### QUESTION 3

- a) Describe the following organizations and their role in the events industry:
- i) Event Management Company.
  - ii) Production companies
  - iii) Exhibition and theatrical contractors
  - iv) Party planners and event organizers.
  - v) Technical service and multimedia companies.
- (10 marks)**
- b) By giving examples explain the social, economic and political implications of events to a country. **(10 marks)**

### QUESTION 4

- a) A budget is an important planning tool for events. Describe some common budgeting mistakes and how best to overcome them. **(10 marks)**
- b) Describe the best source of revenue for the following types of events:
- i) Leisure events
  - ii) Cultural events
  - iii) Organizational events
  - iv) Personal events.
- (10 marks)**

### QUESTION 5

- a) Describe the process of close down and evaluation of an event. **(15 marks)**
- b) What does divestment and legacies mean in relationship to events. **(5 marks)**