



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT
(DHIM M13)

BHC 2307: EVENTS MANAGEMENT

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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) Outline the social cultural impact of events. **(10 marks)**
- b) Describe the screening process of choosing an event idea. **(10 marks)**
- c) Discuss factors to consider in providing catering services in an event. **(10 marks)**

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

Discuss how strategic marketing can be applied to festivals and events. **(20 marks)**

QUESTION 3

- a) Outline and briefly explain the human resource planning process for events. **(10 marks)**
- b) Describe techniques that can be used for event staff and volunteer team building. **(10 marks)**

QUESTION 4

- a) Outline and describe the logistic sequence for events. **(10 marks)**
- b) Describe the operational activities of the day of the event done by the event manager. **(10 marks)**

QUESTION 5

- a) Discuss sponsorship as a source of funds for financing events. **(10 marks)**
- b) Describe how best to maximize on ticket sales. **(10 marks)**