



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 2nd 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)**