



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATION FOR THE DIPLOMA IN:

DIPLOMA IN HOTEL AND HOSPITALITY MANAGEMENT (DHIMM14/S14)

BHT 2307: EVENTS MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: MAY 2016

TIME: 2 HOURS

DATE: Pick Date May 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt Choose instruction.

Do not write on the question paper.

SECTION A (Answer ALL the questions)

30 POINTS

SECTION A

1. Describe the following types of events;

- a.
 - i. Hallmark events
 - ii. Mega events
 - iii. Cultural events
 - iv. Business events (4 marks)
- b. Describe characteristics that make events different from other forms of business (16 marks)
- c. Discuss the role of a Destination Management Organization in promoting MICE tourism. (10marks)

SECTION B

2. Give a detailed account of how to create an event. (20 marks)
3.
 - a. Outline any ten attributes that determine a hotel to be appropriate for the meetings market. (10marks)

- b. Briefly explain the possible motives for attending events. (10 marks)
- 4.
 - a. Explain the roles of the following intermediaries and suppliers to events;
 - i. Professional Conference Organizers (5marks)
 - ii. Event management companies (3marks)
 - b. Describe the process of staffing for events (12 marks)

Outline and briefly describe the main concerns of staging an event (20 marks)