



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT
UNIVERSITY EXAMINATION FOR THE DEGREE OF:
BACHELOR OF TECHNOLOGY IN HOTEL AND HOSPITALITY
MANAGEMENT (BTHM S13)

BHH 4416: EVENTS AND CONVENTIONS MANAGEMENT
END OF SEMESTER EXAMINATION

SERIES: JUNE 2017

TIME: 2 HOURS

DATE: Pick Date Sep 2017

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

QUESTION ONE

- Define the terms Meetings, Conferences, Incentives and events. (5marks)
- What considerations influence decision on pricing of an event. Explain (5marks)
- Provide examples of three forms of product development in the event context. (4marks)
- Briefly explain the elements of an effective sponsorship or event campaign. (4marks)
- Briefly discuss the different types of events. (5marks)
- Identify at least five trends that explain the expanded use of sponsorship as a marketing medium. (3marks)
- Define the term contract and give the essential clauses in a contract. (4marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

Discuss the environmental impact of meetings

(20 marks)

QUESTION THREE

Identify an event of interest and explain the steps that you would follow in identifying potential sponsors for this event.

(20 marks)

QUESTION FOUR

Explain the functions of GMIC (Green Meetings Industry Council)

(20 marks)

QUESTION FIVE

Explain why cash flow is of such importance to event management.

(20 marks)

