



**TECHNICAL UNIVERSITY OF MOMBASA**

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**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**

**DEPARTMENT OF HOSPITALITY & TOURISM**

**UNIVERSITY EXAMINATION FOR THE DEGREE OF:**

**DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT**

**(DHIMS15/J15)**

**BHT 2307: EVENTS MANAGEMENT**

**SPECIAL SUPPLEMENTARY EXAMINATION**

**SERIES: SEPT. 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**

- What is the role of events in the society? ( 8 marks)
- Describe the characteristics of events that differentiate them from other forms of businesses. (16 marks)
- Explain the importance of creating an event's organising team or committee. (6 marks)

**SECTION B (Answer only TWO questions)**

**QUESTION TWO**

- Discuss sources of income and funding available to events (10Marks)
- Describe some common budgeting mistakes managers make when planning for an event ( 10 marks).

### **QUESTION THREE**

Discuss the Impact of events on the community on the following areas of interest

- a) Social and cultural
- b) Economic
- c) Political
- d) Physical and Environmental

(20 marks)

### **QUESTION FOUR**

Describe the procedure of creating an event marketing plan.

(20 marks)

### **QUESTION FIVE**

- a) Describe a logistic sequence applicable for events.
- b) Describe the step to step process of identifying risks in an event.

(10 marks)

(10 marks)