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TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

**BACHELOR OF BUSINESS ADMINISTRATION & BACHELOR OF
COMMERCE**

BMK 4405: EVENT MARKETING & MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME: 2 HOURS

DATE: 27 Jul 2019

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 question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question One

- a) Define the following terms:
 - i) Event marketing (3mks)
 - ii) Interaction points (3kms)
 - iii) Direct interaction (3mks)
- b) In which ways can events be used in relationship building (9mks)
- c) Each event offers a range of potential benefits to the event audience. Discuss (12mks).

Question Two

- a) Discuss the advantages the events offer as a marketing communication tool beyond traditional media (14mks)
- b) Explain how events help marketers in conducting marketing research (6mks)

Question Three

- a) Describe the categories of risk a professional event coordinator should examine (8mks)
- b) Describe the dimensions of an event experience (12 mks)

Question Four

- a) Discuss the Event Probability/ Impact Risk Rating Matrix (10mks)
- b) Events help marketers in the implementation of marketing plan” Discuss (10 mks)

Question Five

- a) Discuss the types of cost classification in event management (8mks)
- b) Most event organizers are quite exhausted by the time the event ends. However, following up an event is helpful. Discuss how this is done (12mks)