

B



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

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

BMK 4406: 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 management (3mks)
 - ii. Indirect interaction (3mks)
- b) Describe the stages in the event marketing process (14mks)
- c) Risk is the chance that something will go wrong. Event organizers often think of risk in terms of safety and security, but the concept is much broader than that concept. Identify and explain the risks that need to be considered at the planning stage (10mks)

Question Two

- a) One of the important responsibilities of the corporate event office is to create a risk-resilience organization. Identify the elements that characterizes such an organization (10 mks)
- b) Identify the factors that affect the search for potential sites or venues (10 mks)

Question Three

- d) Discuss the importance of feasibility study in event management (8 mks)
- e) Discuss how events help in brand building (12mks)

Question Four

- a) Identify some of the special circumstances at events that add to the importance of risk management (10mks)
- b) Defining needs is a critical component of the ability to deliver a successful event. Discuss the event elements that that require consideration during needs assessment (10 mks)

Question Five

- a) “Describe the five C’s of events (10mks)
- b) Identify and explain the items that should be included in the venue/site map (10mks)