



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

**DIPLOMA IN PUBLIC RELATIONS**

**HPR2201: PUBLIC RELATIONS EVENT MANAGEMENT**

**END OF SEMESTER EXAMINATION**

**SERIES: AUGUST 2019**

**TIME: 2HOURS**

**DATE:** Pick DateSelect MonthPick Year

## **Instructions to Candidates**

You should have the following for this examination

*-Answer Booklet, examination pass and student ID*

This paper consists of **FIVE** questions. Attemptquestion ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

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## **Question ONE)**

- (a) Define an event (2marks)
- (b) Define event management (2 marks)
- (c) State SIX reasons why there is need for event management. ( 12 marks)
- (d) Explain the FIVE Cs of event management. ( 10 marks)
- (e) State ANY FOUR principles of event management. ( 4marks)

### **Question TWO**

Discuss the arrangements that you would make for various corporate events. (20 marks)

### **Question THREE**

Every event company must have a framework comprising of certain policies which enables the firm to perform better, provide hassle free environment and smooth flow of business. Explain ANY TEN policies that you would keep in mind to achieve your mission. (20 marks)

### **Question FOUR**

Explain the planning process of corporate events. (20 marks)

### **Question FIVE**

- (a) Define a corporate event (2 marks)
- (b) Discuss popular types of events (18 marks)