



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

UNIVERSITY EXAMINATION FOR THE:

DIPLOMA IN TOURISM MANAGEMENT (DTM S19) AND

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT (DHIM S19)

BHT 2307/ BHC 2307: EVENTS MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: JULY 2022

TIME: 2 HOURS

DATE: Pick Date Jul 2022

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.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

a) Explain the following terms used in events management:

- i. A convention
- ii. Event marketing
- iii. Mega events
- iv. Event organizer
- v. Event host

(10 marks)

b) Explain any five (5) social and cultural aims of organizing events.

(10 marks)

c) Discuss any five (5) characteristics of special events.

(10 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

(20 Marks)

- a) Discuss the role of events management in tourism. (10 marks)
- b) Explain any ten (10) social determinants of events in the past and modern times. (10 marks)

QUESTION THREE

(20 Marks)

Discuss the five (5) Cs of Events Planning.

QUESTION FOUR

(20 Marks)

Discuss the role played by volunteers, committees and individuals in events.

QUESTION FIVE

(20 Marks)

- a) Explain risk management. (2 marks)
- b) State any eight (8) financial risks in events management. (8 marks)
- c) Explain sources of funding for events. (10 marks)