



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

UNIVERSITY EXAMINATION FOR THE DEGREE OF:

BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (BTHMS17

HHH 4402: EVENTS AND CONVENTIONS MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: JULY 2021

TIME: 2 HOURS

DATE: Pick Date Jul 2021

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

- Why are events created, and what purpose do they serve in society? (4 marks)
- Outline four factors to consider when choosing committee members to an event (4 marks)
- Describe six marketing activities that an event marketing manager may undertake to produce a successful festival or event (12 marks)
- Discuss five benefits of an event to its sponsors. (10 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- Describe the role of governments in the events industry (10 marks)
- Discuss five qualities of hotels that make them good venues for various kinds of events.

(10 Marks)

QUESTION THREE

- a) Discuss the use of Gant Charts in managing schedules for events (10 marks)
- b) Describe how the elements of staging revolve around the theme of an event (10 marks)

QUESTION FOUR

- a) Describe the role of evaluation in the event management process (10 Marks)
- b) Explain the role of the event manager in balancing the impacts of events (10 Marks)

QUESTION FIVE

- a) Discuss FIVE factors that influence the number of staff required for an event. (10 Marks)
- b) Identify the range and the role of stakeholders in an event (10 marks)