



# TECHNICAL UNIVERSITY OF MOMBASA

## *Faculty of Business & Social Studies*

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL & INSTITUTIONAL MANAGEMENT

DIPLOMA IN TOURISM MANAGEMENT

(DHIM M12, DHIM S12, DTM M12)

### **BHT 2307: EVENTS MANAGEMENT**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2014

**TIME:** 2 HOURS

#### **INSTRUCTIONS:**

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room.
- Cheating leads to disqualification.
- ***This paper consists of Two printed pages.***

## **SECTION A (Compulsory) 30 Marks**

### **QUESTION 1**

- a) Jane, one of your classmates intends to have a Christian wedding this August. She approaches you to organize her event. How would you ensure the event is a success? **(15 marks)**
- b) Discuss various sources of funding for events. **(15 marks)**

## **SECTION B (Answer any TWO questions) 40 Marks**

### **QUESTION 2**

- a) Environmental search and information gathering are important aspect of planning for events. Describe how each is done and their contribution to the planning process. **(10 marks)**
- b) All events require a marketing plan. Discuss. **(10 marks)**

### **QUESTION 3**

Outline and explain the logistic sequence of events. **(20 marks)**

### **QUESTION 4**

- a) Discuss the factors that would influence the number of staff required for an event. **(10 marks)**
- b) Describe the activities that an event manager needs to do throughout the day of the event. **(10 marks)**

### **QUESTION 5**

- a) Explain factors that make hotels good venues for conferences. **(10 marks)**
- b) What is the role of K.I.C.C, a government parastatal in Kenya in promotion of events? **(10 marks)**