



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS
DEPARTMENT OF BUSINESS ADMINISTRATION
UNIVERSITY EXAMINATIONS FOR:

BACHELOR OF COMMERCE
BACHELOR OF BUSINESS ADMINISTRATION

BMK 4405: EVENT MANAGEMENT

END-OF-SEMESTER EXAMINATION
SERIES: JULY 2025

TIME: 2 HOURS
DATE: JULY 2025

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 (COMPULSORY)

- a) Generally in marketing, for successful corporate events and functions, skills for event management are essential and/or required. Explain the critical issues of consideration during the event planning stage. (10 marks)
- b) Event hosting has become a common practice in the marketing industry. Discuss the positive impacts that organizations can draw from event hosting. (5 marks)
- c) Discuss the essentials of event project management and perspectives. (10 marks)

- d) Under the principle of event conceptualization in marketing, outline the important questions or issues of consideration when creating or designing event concepts. (5 marks)

Question TWO

- a) Under the principle of prudent financial management of events in marketing the aspect of the budget is critical for the delivery of successful events. Explain. (10 marks)
- b) In event management it is always important to identify possible risk concerns for effective management, control, and mitigation to ensure the safety of all attendees to an event. Discuss. (10 marks)

Question THREE

- a) Explain event management marketing strategies and the importance thereof. (10 marks)
- b) Explain the principle of business-to-business (B2B) event marketing as applicable in the Corporate World citing the benchmarks behind it. (10 marks)

Question FOUR

- a) Brainstorming is an important aspect of the development phase that must be factored into any event planning timeline. Discuss the elements of importance for brainstorming thereof. (10 marks)
- b) Post-event analysis is always important to the organizers of an event to determine the level of success or impact thereof. Discuss. (10 marks)

Question FIVE

- a) Explain the meaning of event sponsorship and how event managers can source for sponsors for an event outlining the issues of consideration. (10 marks)
- b) Human resources in event Management is key to any Event's Success. Discuss. (10 marks)