



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

DEPARTMENT OF BUSINESS ADMINISTRATION

ORDINARY UNIVERSITY EXAMINATION FOR:
BACHELOR OF BUSINESS AND OFFICE MANAGEMENT
BOM 4405: EVENT PLANNING AND MANAGEMENT

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: 30 APRIL 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 (30 MARKS)

- a) Explain the role of creativity in event planning and management. (10 marks)
- b) Describe how event planners can stay informed about industry trends to ensure successful event execution. (10 marks)
- c) Discuss the importance of continuous innovation in the event planning industry. (10 marks)

Question TWO

- a) Outline the key considerations when selecting a venue for an event. (10 marks)
- b) Explain how effective budgeting contributes to the success of an event. (10 marks)

Question THREE

- a) Discuss the impact of event planning on local economies. (10 marks)
- b) Analyse the role of social media in marketing and promoting events. (10 marks)

Question FOUR

- a) Describe the key steps involved in the on-site management of an event. (10 marks)

- b) Explain the significance of post-event activities in improving future events.
(10 marks)

Question FIVE

- a) Evaluate the role of event management software in streamlining the event planning process.
(10 marks)
- b) Discuss the challenges event planners face in managing risks and legal issues.
(10 marks)