



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

SPECIAL / SUPPLEMENTARY UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS AND OFFICE MANAGEMENT

BOM 4405: EVENT PLANNING AND MANAGEMENT

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: JULY 2025

TIME: 2HOURS

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 (30 MARKS)

- a) Define the concept of event planning and management and explain its multidisciplinary nature. (10 marks)
- b) Discuss how event planners can enhance the attendee experience during an event. (10 marks)
- c) Explain how meticulous planning contributes to the smooth execution of an event. (10marks)

Question TWO

- a) Explain the importance of logistics management in event planning. (10 marks)
- b) Discuss different funding sources and sponsorship strategies that can be used to finance an event. (10 marks)

Question THREE

- a) Describe the environmental impact of event planning and strategies for making events eco-friendly. (10 marks)
- b) Explain how technology has transformed event planning and management. (10 marks)

Question FOUR

- a) Discuss the significance of having a structured event project management process. (10 marks)
- b) Explain the role of event planners in ensuring safety and security during events. (10 marks)

Question FIVE

- a) Evaluate the impact of virtual and hybrid event formats on modern event planning. (10marks)
- b) Discuss future directions in event planning with a focus on sustainability and technological advancements. (10 marks)