



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR: BACHELOR OF BUSINESS ADMINISTRATION & BACHELOR OF COMMERCE

BMK 4405: EVENT MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: Pick Date Dec 2024

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) The 2027 Africa Cup of Nations (abbreviated as AFCON 2027), will be hosted by Kenya, together with Tanzania and Uganda. The trio of East Africa nations will welcome Africa's football giants for the tournament, marking the first time East Africa will host the event. Discuss how sponsorship works in such an event. (10 marks)
- b) Use of events as a marketing communication tool does not only take care of the problems associated with traditional media but also offer certain advantages. Identify some of these advantages. (12 marks)

- c) Defining needs is a critical component of the ability to deliver a successful event. Discuss the event elements that require consideration during needs assessment. (8 marks)

Question Two

- a) Identify the factors that event organizers need to consider when choosing a venue. (10 marks)
- b) Discuss the event probability/ impact risk rating matrix. (10 marks)

Question Three

- a) Identify the basic essential building blocks that act as prerequisites for a successful event.

(12marks)

- b) “Events help in relationship building”. Discuss. (8 marks)

Question Four

- a) Examine the infrastructure needed in an event intercountry swimming competition. (10 marks)
- b) Graduation is a very important event for every university. When organizing for graduation, Universities have a choice of either using the members of staff or engaging private organizing companies. Discuss the Pros and Cons of using the staff members. (10 marks)

Question Five

- a) Discuss how roadshows can be used as a tool for marketing research. (10 marks)
- b) Event marketing is a process that requires careful consideration at every stage. Describe the stages that comprise the event marketing process. (10 marks)