



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of HOSPITALITY & Tourism MANAGEMENT

UNIVERSITY EXAMINATION FOR THE DEGREE OF:
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (BSTMA21)
HHT 4416: EVENTS MANAGEMENT
END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: Pick Date **Apr 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.

SECTION A (Answer all the questions)

30 POINTS

QUESTION ONE

- a) State and describe any four principles of holding an event (4 marks)
- b) Describe a standing committee and its role in events management. (4 marks)
- c) Describe the following motives of attending events;
 - Social motives (4 marks)
 - Organizational motives (4 marks)
 - Physiological motives (4 marks)
- d) Discuss any five selection guidelines for choosing a venue for events (10 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Discuss different ways in which event managers enhance customer experience and help prevent crowd-related problems (10 Marks)
- b) Describe risk management in relation to holding events (10 marks)

QUESTION THREE

- a) Discuss Human Resource planning process for events. (10 marks)
- b) Describe ways of motivating volunteer staff in events (10 marks)

(20 Marks)

QUESTION FOUR

- a) Discuss the role of production companies in running events. (10marks)
- b) Discuss the possible motives for holding events. (10 Marks)

QUESTION FIVE

- a) Describe any ten principles of holding events. (10 marks)
- b) Discuss the process of budgeting for events (10 Marks)