



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of HOSPITALITY & Tourism MANAGEMENT

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

SERIES: JULY 2025

TIME: 2 HOURS

DATE: Pick Date Jul 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) Describe the event management process (10 marks)
- b) Describe five characteristics of special events as a service (10 marks)
- c) Discuss the factors that influence the number and type of staff needed for an event (10 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

Discuss the following impacts of events to a tourist destination;

- a. Social (6 marks)
- b. Political (4 marks)
- c. Environmental (4 marks)
- d. Developmental (6 marks)

QUESTION THREE

Your organization has won the bid to hold a five-day international youth convention with an anticipated attendance of 600 people. Give a detailed account on how to ensure that the event is a success. (20 marks)

QUESTION FOUR

- a) Outline and describe the stages of event bidding. (10 marks)
- b) Describe how to develop an event sponsorship strategy (10 marks)

QUESTION FIVE

- a) Explain in details the process of an event shutdown. (10 marks)
- b) Discuss the reasons for conducting evaluations of events.(10 marks)