



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of HOSPITALITY & Tourism MANAGEMENT

**UNIVERSITY EXAMINATION FOR THE DEGREE OF:
BACHELOR OF TECHNOLOGY IN HOTEL AND HOSPITALITY
MANAGEMENT (BTHMS21)**

HHH 4403: EVENTS AND CONVENTIONS 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

- Outline and explain any five characteristics that are unique to events as compared to other businesses. (10 marks)
- Describe the various stakeholders in an event (10 marks).
- Outline FIVE considerations to make when choosing a venue for a WEDDING with an expected attendance of THREE hundred (300) delegates. (10 marks)

SECTION B (Answer only TWO questions)

QUESTION TWO

- a) Discuss the events bidding process (10 marks)
- b) Describe the structure of events demand in the public sector. (10 marks)

QUESTION THREE

- a. Describe social motives of attending events (10 marks)
- b. State and explain areas of importance to event logistics (10 marks)

QUESTION FOUR

- a. Describe elements of the communications mix that are suitable for marketing events. (10 marks)
- b. Discuss the sequential stages in developing and implementing an event sponsorship strategy (10 marks)

QUESTION FIVE

- a. What are the main human resource management challenges facing events? (10 marks)
- b. Discuss the factors that influence the number and type of staff needed for an event (10 marks)