



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN TOURISM MANAGEMENT  
(DTM M11)

**BHT 2307: MICE TOURISM AND EVENTS MANAGEMENT**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2013

**TIME:** 2 HOURS

**INSTRUCTIONS:**

- This paper consists of Sections **A** and **B**.
- Section **A** is **Compulsory**. Answer any **TWO** questions in Section **B**.
- Mobile phones are not allowed into the examination room.
- Cheating leads to disqualification.
- ***This paper consists of Two printed pages.***

## **SECTION A (Compulsory) 30 Marks**

### **QUESTION 1**

- a) Briefly describe any **FIVE** advantages of using hotels as venues for meetings and conferences. **(10 marks)**
- b) Explain how incentive tours are important to employers. **(8 marks)**
- c) Describe the following intermediaries and their roles in conducting conferences:
  - i) Professional conference organizers
  - ii) Conference production companies
  - iii) Destination management companies. **(12 marks)**

## **SECTION B (Answer any TWO questions) 40 Marks**

### **QUESTION 2**

In comparison to hotels, discuss the advantages and disadvantages of academic institutions as venues for meetings and conferences. **(20 marks)**

### **QUESTION 3**

Events are non-routine in nature. Discuss the characteristics of events as a service that defines them. **(20 marks)**

### **QUESTION 4**

You have been hired to find the venue and organise the logistics and support services for the Kenya Secondary School Heads Association Annual Conference to be held in June in Mombasa County.

Discuss the various considerations and actions you would undertake to ensure a successful three days conference. **(20 marks)**

### **QUESTION 5**

Explain how the following activities are carried out in managing events:

- a) Getting funding and sponsorship
- b) Recruiting staff
- c) Evaluation and legacies
- d) Close down. **(20 marks)**