



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL MANAGEMENT
(DHIMN J12)

BHT 2307 : EVENT MANAGEMENT

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 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

The Diploma in Hotel Management class of 2012 wants to organize an exit event where they are inviting the faculty and industry stakeholders

- i) State the kind of the event that would be best for them.
(2marks)
- ii) Describe in details a step by step process that would ensure that you succeed in the event. ..
(28marks)

SECTION B (Answer any TWO questions) 40 Marks

QUESTION 2

Discuss those characteristics that are descriptive of events. (20 marks)

QUESTION 3

Describe the role of each of the following organizations in the event industry.

- i) Event management companies
- ii) Event catering companies
- iii) Exhibition and theatrical contractors.
- iv) Production companies.
- v) Technical and multimedia companies. (20marks)

QUESTION 4

- a) What is the importance of making a budget for events. (6 marks)
- b) Discuss some common mistakes made during the making of a budget for an event. (14marks)

QUESTION 5

- a) Outline and describe the logistic sequence of events. (10marks)
- b) Discuss the determinants for participation in an event. (10marks)