

MACHAKOS UNIVERSITY
SPECIAL/SUPPLEMENTARY EXAMS
SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT
DEPARTMENT OF HOSPITALITY MANAGEMENT
SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE IN BACHELOR OF
HOSPITALITY MANAGEMENT

COURSE TITLE: MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS
COURSE CODE: HTM218-2

SECTION A: ANSWER ALL QUESTIONS. (30 Marks)

1. a) Define what is events in hospitality management? (2 marks)
- b) Illustrate the characteristics of events. (3 marks)
- c) Explain giving examples the different types of events. (8 marks)
- d) Explain factors that have contributed to the growth of MICE in Kenya. (7 marks)
- e) Briefly explain the 5C'S of an event (5 marks)
- f) As an event planner discuss some of the skills that you should have as you organize for any event. (5 marks)

SECTION B: ANSWER ANY TWO QUESTIONS.

2. a) Explain the importance of planning as a function of events (10 marks)
- b) Briefly explain the two processes of planning. (10 marks)
3. a) As an upcoming manager of a town hotel describe how you will analyze the internal and external environment for an event that will be organized in your hotel. (10 marks)
- b) Briefly discuss the factors affecting external environment of an event. (10 marks)
4. a) State and explain the impacts of events. (10 marks)
- b) Safaricom has offered to sponsor Machakos University Campus football tournament. Explain five benefits will the company get from this activity? (10 marks)
5. a) Explain the important factors or aspects of staging the events. (10 marks)

b) Discuss the risk factors you would consider taking on an event hosting two hundred athletes at Kasarani sports center. (10 marks)