



MACHAKOS UNIVERSITY

University Examinations 2019/2020 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

THIRD YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

HTM 216-2: EVENTS MANAGEMENT IN HOSPITALITY AND TOURISM INDUSTRY

DATE: 26/11/2020

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

Answer Question **One** (Compulsory) and any other **Two** questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the term events in hospitality industry. (2 marks)
- b) Outline different characteristics of events in hospitality (3 marks)
- c) Examine briefly the importance of planning function for events (5 marks)
- d) Explore factors that have contributed to the growth of Events in Kenya. (7 marks)
- e) Explain different elements considered when designing for an event. (5 marks)
- f) Discuss five skills that an Event organizer must acquire before planning for any event. (5 marks)

QUESTION TWO (20 MARKS)

- a) State and explain different impacts of events. (10 marks)
- b) Samantha Bridal has offered to sponsor Machakos University Campus Fashion Talent. Discuss five benefits Machakos University will achieve from this activity? (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain while giving examples five different categories of events. (10 marks)
- b) Briefly explain the two processes of event planning. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain five important aspects of staging events. (10 marks)
- b) Briefly explain the 5C`S of an event (10 marks)

QUESTION FIVE (20 MARKS)

- a) As an upcoming manager of a town hotel discuss 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 situational factors affecting internal environment of an event. (10 marks)