



MACHAKOS UNIVERSITY

University Examinations 2021/2022 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM

DEPARTMENT OF HOSPITALITY MANAGEMENT

SECOND YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

HTM 216-2: HOSPITALITY AND TOURISM EVENTS MANAGEMENT

DATE: _____

TIME: _____

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

QUESTION ONE (COMPULSORY) (30 MARKS)

Read the following case study and answer the questions that follow; (a,b,c)

Case Study

A group of university students decided to hold a rock concert in The Mountains in June and advertise the concert on the internet. Their bands attended the three day concert; there was twenty four hours music. One young girl described the entire situation as Living hell; she stayed in unfathomable situation, “in a Valley, and to get a drink of water, you had to climb a steep hill. Even then the water was dirty and brown. The rest rooms were so far away that nobody bothered to use them. The music pounded all night and the floor in the cabin was vibrating so you couldn’t sleep. My friend got sick and there was no medical help, the organizers did not have a clue. They just wanted to make a fast buck”

- Was the above event well planned for? Discuss (5 marks)
- Describe 5 ethical vices from the above event as depicted in the case study above (5 marks)
- Explain 5 things you would have done to ensure the event ran without an hitch. (10 marks)
- Explore Four (4) importance of planning function for events (4 marks)
- Highlight the six W’s of event planning. (3 marks)
- Highlight Six (6) skills that an Event organizer must acquire before planning for any event. (3 marks)

QUESTION TWO (20 MARKS)

- a) Explain different impacts of events. (10 marks)
- b) Samantha Bridal has offered to sponsor Machakos University Campus Fashion Talent. Using an illustration, discuss the relationships of different stakeholders involved in this activity? (10 marks)

QUESTION THREE (20 MARKS)

- a) Outline Four (4) unique characteristics of events in hospitality (4 marks)
- b) Briefly explain the two processes of planning for events. (6 marks)
- c) Explain while giving examples five different categories of events. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain Five (5) factors that have contributed to the growth of Events in Kenya. (10 marks)
- b) Briefly explain the 5 C'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)