



MACHAKOS UNIVERSITY

University Examinations 2016/2017

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT HOSPITALITY MANAGEMENT

SECOND YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF
SCIENCE IN HOSPITALITY AND TOURISM OPERATION

HTM 218/2: EVENTS AND CONVENTIONS MANAGEMENT (MICE)

DATE: 6/6/2017

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

SECTION A (COMPULSORY-30MARKS)

1. a) Giving examples, categorize events based on their content (6 marks)
- b) Enumerate four Factors Behind Incentive Travel Decisions (4 marks)
- c) Describe four characteristics of public funded premises (4 marks)
- d) Briefly explain two differences in site selection for associations and corporate meetings (4 marks)
- e) Suggest four reasons to budget for a meeting (4 marks)
- f) Describe five possible benefits of the practice of “greening” events to host communities (5 marks)
- g) Outline three types of inquiry that may be viable to carry out post-event (3 marks)

SECTION B (40MARKS) - ANSWER ANY TWO QUESTIONS

2. a) Participating in an event may be as a result of a wide range of potential motives. Explain giving ten reasons (10 marks)

- b) Discuss five key benefits of marketing in event management (10 marks)
- 3 a) Outdoor events are risky. They can be fun but they have a lot to chance. Discuss this statement in view of organizing concerts (15 marks)
- b) Explain five roles of a social sub-committee in event planning (5 marks)
- 4 a) With use of clear examples, draw parallels of MICE and the hospitality industry (10 marks)
- b) The Kenyan government has been on the forefront with promoting Nairobi and Kenya at large as a MICE destination. Expound on how this impacts the country as a tourism destination (10 marks)
- 5 a) Discuss the major pre-event planning logistics for a wedding party (10 marks)
- b) Describe ten main areas of risk in event planning (10 marks)