



# MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)  
University Examinations for 2015/2016 Academic Year

**SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT**

**DEPARTMENT OF HOSPITALITY MANAGEMENT**

..... **SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF  
SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT**

**HTM 218: HOSPITALITY AND TOURISM EVENTS MANAGEMENT**

**DATE:**

**TIME:**

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**INSTRUCTIONS.**

**Answer Question One and Any Other Two**

**SECTION A: ATTEMPT ALL QUESTIONS (30 MARKS)**

**QUESTION ONE**

- a) Define the terminology Events Management (5 marks)
- b) Explain following types of Events (5 marks)
  - I. Incentive travels or Inventive tourisms
  - II. Conferences
- c) Explain any 5 characteristics of a good events manager (10 marks)
- d) Identify any 5 key checklist items that an Event organizer should check when doing VENUE EVALUATION (5 marks)
- e) Identify any 5 elements of an Event marketing plan (5 marks)

**SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)**

**QUESTION TWO**

Explain any 5 details required when Planning for a successful Seminars (20 marks)

**QUESTION THREE**

Explain any 5 key components of Conference management and planning (20 marks)

**QUESTION FOUR**

Explain the following Characteristics of events Management (20 marks)

**QUESTION FIVE**

- a) Explain 'Green' tourism in Events Management
- b) Explain any 5 suppliers of events

