



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

**HTM 414: HOSPITALITY AND TOURISM EVENTS MANAGEMENT**

**DATE: 2/8/2016**

**TIME: 8.30-10.30 AM**

---

**INSTRUCTIONS.**

*Answer Question One from section A and Any Other Two Questions from section B*

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

**QUESTION ONE**

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

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

**QUESTION TWO**

- a) Explain any 5 details required when Planning for a successful Seminars (10 marks)

- b) Explain any 5 factors considered during the event site selection (10 marks)

### **QUESTION THREE**

- a) Explain any 5 key components of Conference management and planning (10 marks)  
b) Explain any 5 qualities of events Manager (10 marks)

### **QUESTION FOUR**

- a) Explain 'Green tourism' in Events Management (10 marks)  
b) Explain any 5 stakeholders of events management (10 marks)

### **QUESTION FIVE**

- a) Explain any 5 reasons why event budget planner is important Events Management (10 marks)  
b) Explain any key areas 5 components of event budget planner (10 marks)