



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

SECOND YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

HTM 206: HOSPITALITY AND TOURISM EVENTS MANAGEMENT

DATE: 18/4/2019

TIME: 8.30-10.30 AM

INSTRUCTIONS

This Paper Comprises Of Five Questions.

Section One Is Compulsory

Section Two: Answer Any Two Questions

QUESTION ONE (30 MARKS)

- a) Define events as used in hospitality management (2 marks)
- b) Outline the characteristics of events (3 marks)
- c) Using examples, discuss the different types of events (8 marks)
- d) Outline the factors that have contributed to the growth of events in Kenya (7 marks)
- e) Briefly explain the 5 C's of an event (5 marks)
- f) As an event planner discuss some of the skills that you should have as you organize for any event (5 marks)

QUESTION TWO (20 MARKS)

- a) What is the importance of planning for events (10 marks)
- b) Briefly explain the two processes of planning for events (10 marks)

QUESTION THREE (20 MARKS)

- a) As an upcoming manager of a town hotel describe how you will analyze the internal and external environment of an event that will be organized in your hotel (10 marks)
- b) Briefly explain the factors affecting external environment of an event (10 marks)

QUESTION FOUR (20 MARKS)

- a) State and explain the impact of events (10 marks)
- b) Safaricom has offered to sponsor Machakos university campus basketball tournament. What benefits will the company get from the event? (10 marks)

QUESTION FIVE (20 MARKS)

- a) Explain the important factors or aspects of staging events (20 marks)
- b) Discuss the risk factors you would consider taking on event hosting two hundred athletes at kasarani sports center (10 marks)