



# **MURANG'A UNIVERSITY OF TECHNOLOGY**

## **SCHOOL OF HOSPITALITY AND TOURISM**

DEPARTMENT OF HOSPITALITY, TRAVEL AND TOURISM

UNIVERSITY ORDINARY EXAMINATION

2023/2024 ACADEMIC YEAR

**THIRD YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF**

**SCIENCE IN HOSPITALITY MANAGEMENT**

**HTU 306 / HTU 307: EVENTS MANAGEMENT**

**DURATION: 2 HOURS**

### **INSTRUCTIONS TO CANDIDATES:**

1. Answer question one and any other two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

**SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION**

**QUESTION ONE (30 MARKS)**

- a. Outline five products that make up the nice laundry. (5 marks)
- b. Explain the objectives of event planning and management. (5 marks)
- c. Describe five classifications of events. (5 marks)
- d. Name five events that drive international tourism in large numbers. (5 marks)
- e. Discuss key performance indicators of a successful event. (10 marks)

**SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION**

**QUESTION TWO (20 MARKS)**

- a. Explain five functions of events planning. (10 marks)
- b. A client has asked that you help her plan for a birthday party for her son. Come up with a plan of action on how you help her plan and execute the event. (10 marks)

**QUESTION THREE (20 MARKS)**

Discuss the critical components that need to be considered when choosing a venue and a location for an event. (20 marks)

**QUESTION FOUR (20 MARKS)**

Discuss the role of marketing in events planning, management and execution. (20 marks)