



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY, TRAVEL & TOURISM MANAGEMENT

UNIVERSITY ORDINARY EXAMINATION

2021/2022 ACADEMIC YEAR

**THIRD YEAR FIRST SEMESTER EXAMINATION FOR DIPLOMA IN
HOSPITALITY MANAGEMENT**

DHM088-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) Explain the following terms and phrases:
- i. Event (2marks)
 - ii. MICE (2marks)
 - iii. Sponsorship (2marks)
 - iv. Venue (2marks)
 - v. Event programme (2marks)
- b) Explain five types of social events. (10marks)
- c) Differentiate between event manager and event planner. (4marks)
- d) Using a diagram, differentiate between a theatre style and classroom style of room set up. (6marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

- a) Enumerate five types of corporate events. (10marks)
- b) Describe the steps of the event planning process. (10marks)

QUESTION THREE (20 MARKS)

- a) Explain five critical expenses that should be included in an event budget. (10marks)
- b) Elaborate five considerations when choosing event venue. (10marks)

QUESTION FOUR (20 MARKS)

- a) Explain five points to include in post event review. (10marks)
- b) Explain five event promotional products citing examples in each case. (10marks)