



# **KARATINA UNIVERSITY**

## **UNIVERSITY EXAMINATIONS 2018/2019 ACADEMIC YEAR**

### **BACHELOR IN HOSPITALITY MANAGEMENT REGULAR EXAMINATION**

**COURSE CODE: BHM 405: EVENTS AND CONVENTIONS MANAGEMENT**

**17<sup>TH</sup> APRIL 2019**

**TIME: 2:00PM-5:00PM**

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#### **INSTRUCTIONS TO CANDIDATES**

**Instructions: Answer question ONE and any other THREE**

**Time: 3 hours**

**This paper contains 2 pages**

**PLEASE TURN OVER**

## BHM 405: EVENTS AND CONVENTIONS MANAGEMENT

**Instructions: Answer question ONE and any other THREE**

**Time: Three Hours**

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### **SECTION A (25 MARKS)**

1.
  - a. Elaborate **three** ways of managing communication during an event. **(6mks)**
  - b. Outline **four** specific event risks that a manager should prepare for. **(8mks)**
  - c. Highlight **four** items that you may include in an event shutdown list **(4mks)**
  - d. Enumerate the factors that one should consider when selecting a conferencing venue. **(4mks)**
  - e. Cite **three** event personnel and outline their contribution to an event. **(3mks)**

### **SECTION B (45 MARKS)**

2.
  - i. Summarize **five** environmental impacts the Safari Rally may have on a town hosting it. **(10mks)**
  - ii. What practical measures can the organizers consider to ensure that the environmental impact is reduced? **(5mks)**
3.
  - i. Analyze benefits gained by corporates when they are involved in event sponsorship. **(10mks)**
  - ii. Explain **five** ticketing logistics an event manager should plan for. **(5mks)**
4. Define:
  - i. A hazard **(2mks)**
  - ii. Risk Management **(3mks)**
  - iii. Five phases where risk can be assessed **(10mks)**
5. Discuss **five** main points to consider when staging an event. **(15mks)**
6. At any event, there may be hundreds of people around. Categorize **five** different kinds of people that may be on location during a music concert and their roles. **(15mks)**