



KENYATTA UNIVERSITY

**EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS IN
COMMUNICATION AND MEDIA**

CCM 426: ESSENTIALS OF CORPORATE EVENT MANAGEMENT

2ND SEMESTER 2024/2025

TIME: 2 HOURS

INSTRUCTION: Question one (Compulsory) and any other TWO Questions.

Question One

- a) Analyze 5 importance of event management. (10 marks)
- b) Using relevant examples, elaborate 4 categories of event management. (10 marks)
- c) Briefly explains 5 key element of event management. (10 marks)

Question Two

- a) State the difference between physical, virtual and hybrid events. Highlight using 5 attributes. (15 marks)
- b) Highlight 5 characteristic of events. (5 marks)

Question Three

Events have different impact to the society. Identify (4) four impacts and their advantages and disadvantages. (20 marks)

Question Four

- a) Discuss impact on technology to events management. (10 marks)
- b) Elaborate 5 ethical legal consideration on corporate event management. (10 marks)

Question Five

- a) Differentiate between digital and tradition methods of event marketing. (10 marks)
- b) Mention 5 Public Relation tools and how they can be of use in an event. (10 marks)