



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2011/2012

**IBP DECEMBER 2011 SESSION EXAMINATION FOR THE DEGREE OF
BACHELOR OF SCIENCE**

HTM 414: EVENTS MANAGEMENT

DATE: Wednesday 2nd May, 2012

TIME: 11.00 a.m. – 1.00 p.m.

INSTRUCTIONS:

This paper contains TWO sections, Section A is compulsory, answer any TWO questions in section B.

SECTION A: Compulsory

1. Events can be classified into four broad categories based on their purpose and objective.
Enumerate these four categories. (8 marks)
2. Explain any SIX types of conferences. (12 marks)
3. Identify any FIVE locations suitable for an incentive event. (10 marks)

SECTION B: Answer any TWO questions

1. One of the key objectives of diversifying tourism in Kenya is through MICE tourism.
Citing examples, explain the potential for the country to achieve this goal. (20 marks)
2. Your community has invited you to chair the committee planning the first annual cultural event. Explain the process that you will apply in achieving this objective. (20 marks)
3. An understanding of the law of contracting is very significant in event management.
Explain the different factors that you should consider when entering into a contract for event catering in a hotel setting. (20 marks)

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