



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2014/2015

DIGITAL SCHOOL OF VIRTUAL AND OPEN LEARNING

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

HTM 810: EVENTS AND CONFERENCE MANAGEMENT

DATE: Tuesday 23rd December 2014

TIME: 2.00p.m-5.00p.m

INSTRUCTIONS

Answer ALL questions in section A and any TWO questions in section B

SECTION A

1. Explain 5 main elements in the field of “event studies” and how does it support event management. (10 marks)
2. Distinguish the following from the perspectives of their puposes, venues and reasons for attending:
 - i) Fairs and festivals
 - ii) Exhibitions and meetings (10 marks)

SECTION B

3. Explain ‘event tourism’ from the points of view of consumers and Tourist organizations. Give examples to illustrate each of the 5 main economic and tourism roles of events. (15 marks)
4. Discuss how event management fit into sport management, arts administrations, parks and recreation services and the hospitality industry. (15 marks)
5. Explain five forces affecting the events sector and show how they will impact on demand, marketing, organization or other management functions. (15 marks)