



**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)
MAIN CAMPUS**

**UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

MAIN EXAM

**FOURTH YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE**

OF

B.Sc. HOSPITALITY AND INSTITUTIONAL MANAGEMENT

COURSE CODE: BHM 405

COURSE TITLE: EVENTS AND CONVENTIONS MANAGEMENT

DATE: 27TH APRIL 2022

TIME: 8.00 - 10.00 A.M

INSTRUCTIONS TO CANDIDATES

Answer ALL questions in SECTION A and B

Answer TWO questions from section C.

TIME: 2Hours

MMUST observes ZERO tolerance to examination Cheating
This paper consists FIVE printed Pages. Please Turn Over

SECTION A: Answer ALL questions (10 MARKS).

- 1) Events are broadly categorized into the following **EXCEPT** _____.
 - A. Private Events.
 - B. Corporate Events.
 - C. Charity Events.
 - D. None of the above.
- 2) Which of the following is **TRUE** about the applied management functions in events?
 - A. Planning: Essentially involves the description of the activities required for an event, identifying individual and team tasks and distribution of responsibilities to coordinators.
 - B. Organizing: Evaluation and correction of deviations in the event plans to ensure conformity with original plans.
 - C. Staffing: The importance of team structure, experience, background and expertise of team members plays a crucial role in event management.
 - D. Leading and coordination: involved in micro-level event coordination activities such as liaison with the creative team discussing, facilitating and arranging for the technical specifications viz., sound, light, stages and sets.
- 3) A venue in the field of Events Management refers to _____.
 - A. Site or destination of the hotel.
 - B. Location of performance such as hall, ballroom or auditorium.
 - C. Site or destination of the restaurants.
 - D. Location of interest for MICE.
- 4) Primary reasons explaining why an event must comply with existing laws and regulations include _____.
 - A. To protect your legal interests.
 - B. To abide by international practices.
 - C. To ensure the safety and security of your investment.
 - D. To protect your non-financial interests.
- 5) Which one of the following is among the issues addressing morality and ethics in events management?
 - A. Commissions.
 - B. Disclosure.
 - C. Competition.
 - D. Sexual harassment.

- 6) _____ is a category of food functions.
- A. Food and drink.
 - B. Lounge.
 - C. Sit-down banquet.
 - D. Restaurant.
- 7) What is the importance of the head table in events?
- A. For the guests speaker to clearly see the participants.
 - B. Used as a form of recognition for VIPs.
 - C. To provide a surface for projection.
 - D. To beautify the meeting room.
- 8) Length of time required for meeting room and convention planning is determined by _____.
- A. The size of the group.
 - B. The size of the function space.
 - C. The event negotiating.
 - D. None of the above
- 9) Which one of the following objectives of the post-convention review is the **ODD** one out?
- A. Early and late departures.
 - B. Compare figures with those from past group history.
 - C. Function attendance (final food/beverage charges versus guaranteed amounts).
 - D. Responsiveness of event managers and support staff to changes throughout event.
- 10) How is the room block/group room “pick-up” report utilized?
- A. By the convention and visitors bureau to determine if meeting room charges must be applied.
 - B. By the convention and visitors bureau to determine where attendees did stay.
 - C. By the convention and visitors bureau if commission or a referral will be paid.
 - D. By the convention and visitors bureau for filing group occupancy history and future business or rebooking.

SECTION B: Answer ALL questions in this section (30 MARKS).

- 11) You have been invited by Golf Hotel LTD to carry out a risk assessment and help in advising management on what should be put in place before the Africa Food Scientific expo expected in December 2022. Highlight **SIX** areas of potential risk that you must review during this important exercise. (6 Marks)
- 12) There are different types of beverage arrangements offered by hotels for group functions. One of these beverage arrangements is the hosted bar. Explain the available pricing methods for this beverage arrangement. (6 Marks)
- 13) Almost all meetings today require some audio-visual equipment, so it is important to understand the different types available, the different sources that supply it, and what to charge for equipment. Highlight any **THREE** of this important equipment. (6 Marks)
- 14) List **SIX** emerging trends recognized by the global meeting and conventions industry. (6 Marks)
- 15) There are various types of heads in which event cost can be grouped. Explain. (6 Marks)

SECTION C; Answer TWO questions, Question 16 is COMPULSORY (30 MARKS).

- 16) You are the Chief Executive Officer at Kenyatta International Convention Centre. You have been tasked to represent the Country during a business trip to Dubai in order to contract the hosting of Europe – Australia - Asia - Africa business Expo scheduled for July 2022 in Nairobi. Discuss the components that must be captured by this contract. (20 Mark)
- 17) Mr. Mutungi, the banqueting manager at Safari Park Hotel and Spa, has been invited by Masinde Muliro University of Science and Technology to carry out a practical demonstration on the various types of function room set-ups and styles. Discuss the various set-up styles (with tables) that Mr. Mutungi is most likely to demonstrate. (10 Marks)
- 18) Ms. Clare Murunga, a final year hospitality Management student has been invited by the Ministry of Tourism, Trade and Industry to make a presentation during the 2021/2022 National Tourism Day. Prepare part of her presentation describing the different types of events. (10 Marks)