



(University of Choice)

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

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

MAIN EXAM

2022/2023 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER

**EXAMINATIONS FOR THE POSTGRADUATE DIPLOMA IN
HEALTH PROMOTION AND SPORTS SCIENCE**

COURSE CODE: PSM 745

COURSE TITLE: EVENT PLANNING AND MANAGEMENT IN
SPORTS

DATE:

TIME:

**INSTRUCTIONS TO CANDIDATES:
ANSWER QUESTION ONE ANY OTHER TWO QUESTIONS.**

TIME: 2 HOURS

MMUST observes ZERO tolerance to examination cheating

1. Discuss the steps involved in sports event planning and management for an international competition. (30mks)
2. Discuss the challenges facing professional sports management in Kenya. (20mks)
3. Expound on TEN principles applied in sports event planning and management. (10mks)
4. Explain TEN considerations in planning to host a sport event for persons with disabilities. (20mks)
5. Highlight on the importance of sports marketing in events planning. (20mks)
6. Highlight on the considerations for planning a pre-Olympics sports conference. (20mks)