



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

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

**SECOND YEAR, SECOND SEMESTER MAIN EXAMINATIONS
FOR DIPLOMA
OF**

HOSPITALITY AND INSTITUTIONAL MANAGEMENT

COURSE CODE: DHIM 035

**COURSE TITLE: CONFERENCE AND CONVENTIONS
MANAGEMENT**

DATE: 22ND APRIL 2022

TIME: 12.00 – 2.00P.M

INSTRUCTIONS TO CANDIDATES

Answer all questions in SECTION A and B
Answer two questions from section C.

MMUST observes ZERO tolerance to examination Cheating

This paper consists four printed Pages. Please Turn Over

SECTION A: Answer All Questions (10 Marks)

1. An event can be described as.
 - A. A public assembly for the purpose of celebration, education, marketing or reunion.
 - B. A Movie making.
 - C. A Video editing.
 - D. Attending a large gathering.

2. Events can be classified on the basis of their ;
 - A. Size, type and context.
 - B. Location.
 - C. Budget.
 - D. Chief guest.

3. Event management is considered one of the strategic _____.
 - A. Entertainment sector.
 - B. Message deliverer.
 - C. Marketing and communication tool.
 - D. Fun factor.

4. What are the key elements of event management?
 - A. Event infrastructure, target audience, clients, event organizers, venue, media.
 - B. Guest list, target audience, clients, event organizers, venue, media.
 - C. Event infrastructure, money, clients, event organizers, venue.
 - D. Event infrastructure, target audience.

5. Notifying local residents and businesses of traffic plans is part of:
 - A. Traffic Management.
 - B. Venue Management.
 - C. Audience Management.
 - D. Stakeholders Management.

6. Which department is responsible for the publicity of an event?
- A. Hospitality department.
 - B. Programme coordination department.
 - C. Promotion coordination department.
 - D. Equipment department.
7. Mega-events, such as Olympic Games, can:
- A. Be a destination's pull factor.
 - B. Serve as an opportunity to upgrade the infrastructure in the hosting City/country.
 - C. Raise awareness and improve the destination image.
 - D. All of the above.
8. Which department handles seating, directions and refreshments?
- A. Venue department.
 - B. Hospitality department.
 - C. Programme department.
 - D. Equipment department.
9. Event marketing is _____.
- A. A good.
 - B. Tangible.
 - C. A service.
 - D. A product.
10. A Conference is attended by the following people EXCEPT _____.
- A. Invited guests.
 - B. Common people.
 - C. Permitted observers.
 - D. People with common interests.

SECTION B: ANSWER ALL QUESTIONS (30 MARKS).

11. Mr. Makenzi is the Manager of Hall four Eatery and is planning to host 40 University students from France on an exchange programme.

- a) Advise him on **THREE** advantages of creativity when planning events. **(6 Marks)**
- b) Outline what he needs to consider before determining the type of service he would use during the event? **(6 Marks)**

12. a) During events etiquette demands that the correct mode of address should be adhered to. State how you would address the following on the place cards: -

- i) Archbishops.
- ii) Ministers.
- iii) Royal Prince. **(3 Marks)**

b) State **SIX** service methods that can be used during events. **(3 Marks)**

13. Outline **SIX** benefits of event planning. **(6 Marks)**

14. Explain **THREE** promotional tools that can be used when planning for an event. **(6 Marks)**

15. Highlight **SIX** ways in which to reduce the impact of harm caused by events in our environment. **(6 Marks)**

SECTION C: ANSWER TWO QUESTIONS

QUESTION SIXTEEN (16) IS COMPULSARY 30 MARKS

16. Discuss the event service staff and their roles. **(15 Marks)**

17. Discuss Post-event tasks as a very important task during event planning. **(15 Marks)**

18. Discuss the steps involved in event planning. **(15 Marks)**