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(University of Choice)

**MASINDEMULIROUNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

(SPECIAL EXAM)

2ND YEAR 2ND SEMESTER

**EXAMINATION FOR THE DIPLOMA IN SPORTS
ADMINSTRATION AND MANAGEMENT**

COURSE CODE: DSM 068/HSS 081

COURSE TITLE: EVENT PLANNING AND MANAGEMENT

DATE: 01/08/2022

TIME: 11.00-1.00 P.M

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over



1.a) Define the following concepts

xvi.	Management	2mks
xvii.	Athletics meet	2mks
xviii.	Major event	2mks
xix.	Coordinating	2mks
xx.	Planning	2mks

b) Expound on **SIX** characteristics of event planning. 12mks.

c) Outline **FOUR** advantages of event planning. 8mks

2.a) Explain **SIX** functions of Event Management. 12mks

b) Highlight **FOUR** characteristics of Event Management. 8mks

3.a) Explain **SIX** features of an event. 12mks

b) Outline **FOUR** sport events formats. 8mks

4. Discuss the process of developing an event sponsorship development plan. 20mks.

5. Explain **TEN** factors that affect event planning. 20mks.