



(University of Choice)

**MASINDEMULIROUNIVERSITY OF  
SCIENCE AND TECHNOLOGY**

**(MMUST)**

**MAIN CAMPUS**

**UNIVERSITY EXAMINATIONS**

**2022/2023 ACADEMIC YEAR**

**(MAIN EXAM)**

**2<sup>ND</sup> YEAR 2<sup>ND</sup> SEMESTER**

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

**COURSE CODE: DSM 068**

**COURSE TITLE: EVENT PLANNING AND MANAGEMENT**

**DATE: TUESDAY, 18/4/2023**

**TIME: 2.00-4.00 P.M**

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**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



Q1.a) Explain the following terms:

- |  |        |
|--|--------|
| i. Manager   | 2mks   |
| ii. Event  | 2mks   |
| iii. Budget  | 2mks   |
| iv. Consumer                                       | 2mks   |
| v. Planning  | 2mks   |
| b) Expound on <b>SIX</b> formats of Sports events. | 12mks. |
| c) Outline <b>FOUR</b> types of management styles. | 8mks   |

Q2.a) Explain **SIX** functions of an Event Manager. 12mks

b) Highlight **FOUR** characteristics of a sports event. 8mks

Q3. Giving examples explain the steps involved in event planning process. 20mks

Q4. a) Explain **SIX** characteristics of event planning. 10mks.

b) Outline **FIVE** benefits of event planning (10mks)

Q5 Explain **TEN** challenges faced in event planning and Management in Kenya 20mks.