



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

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR**

FOURTH YEAR, SECOND SEMESTER MAIN EXAMINATION

FOR THE DEGREE

OF

B.Sc. HOSPITALITY AND INSTITUTIONAL MANAGEMENT

COURSE CODE: BHM 405

COURSE TITLE: EVENTS AND CONVENTIONS MANAGEMENT

DATE: THURSDAY 20TH APRIL 2023

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 THREE printed Pages. Please Turn Over

SECTION A: Answer ALL questions (10 MARKS).

1. _____ is a classic corporate event perfect for celebrating corporate milestones and recognizing employees for their contributions to the organization.
 - A. Award ceremonies
 - B. Lunch parties
 - C. Incentive events
 - D. Business dinner
2. There are various conference types which include;
 - A. Association meetings.
 - B. Celebratory events.
 - C. All the above.
 - D. None of the above.
3. “Are the newest concept in event venues with their focus on customization and personalization of layouts and configurations for each event. They are intended to host many small or large functions simultaneously, while keeping each one private and independent from the others and as they can host under the same roof, it is easier to manage continuous flow of attendees”. The above is a description for:
 - A. Hotel and resort facilities.
 - B. Multipurpose facilities.
 - C. Convention centers
 - D. None of the above.
4. The four primary reasons why events must comply with existing laws and regulations include the following **EXCEPT**:
 - A. Ensure security and safety of the financial input.
 - B. Protect legal interests.
 - C. Abide by ethical practices.
 - D. Protect financial investment.
5. Which of the following is **FALSE** about the issuer of the licenses below?
 - A. Music: From Kenya Copyright authority.
 - B. Sale of food: From public health department.
 - C. Sale of alcohol: From alcoholic beverage control board.
 - D. Sign and banner: From lottery and gaming department.
6. Which of the following best describes Russian service?
 - A. The style has assembled, preselected meal “plated” in the kitchen, kept at proper temperature, served to the guest at the table.
 - B. Each guest proceeds through a serving line and select each food item.
 - C. A waiter displays food items on a platter to guests and letting them serve themselves.
 - D. Consists of the waiter placing each food item on the guest’s plate from the pre-ordered menu.

7. _____ is **TRUE** about “the bottle charging price method” in an event hosted bar.
 - A. Charge for each drink served
 - B. Popular for hospitality suites with small self-service groups
 - C. Must agree on size of drink to be poured
 - D. No bartender charge included in price
8. Which of the following is **NOT** necessary for visually impaired clients?
 - A. Tripod screens.
 - B. Audio-systems.
 - C. Microphones.
 - D. Stationary.
9. What would be captured at the post-convention review stage of general hotel and departmental service?
 - A. Guest room pickup: number and type.
 - B. No-shows and overbooking.
 - C. Function attendance.
 - D. Outside or ancillary vendors or off-site facilities; services utilized.
10. Which of the following is among events budget management step?
 - A. Trimming the budget.
 - B. Revising the budget.
 - C. Defining the budget.
 - D. Drafting the budget.

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

11. Describe **THREE** types of facilities that hold meetings and conventions. (6 Marks)
12. List **SIX** types of organizations to which the task of planning one corporate meeting could be contracted. (6 Marks)
13. Explain any **THREE** of the five Cs necessary for successful event planning. (6 Marks)
14. Demonstrate how any **THREE** functions of management are applied in events and conventions management. (6 Marks)
15. By virtue of its location, critique the KICC as an events and conventions venue. (6 Marks)

SECTION C; Answer any TWO questions. (30 MARKS).

16. Describe the corporate events category. (15 Mark)
17. You have been invited to train Golf Hotel LTD banqueting staff on preparation of function room set-up. Draft the guiding notes for the training. (15 Marks)
18. Advances in computer technology have changed the way hotel sales departments communicate with potential customers. Discuss. (15 Marks)

