



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF ARTS HUMANITIES SOCIAL
SCIENCES & CREATIVE INDUSTRIES**

COURSE CODE: CPR 4203

COURSE TITLE: EVENTS MANAGEMENT

DATE: 21/4/2023

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

Answer question 1 (Compulsory). Choose any other TWO questions.

Question One (30 Marks)

- a) Explain any 3 elements common to all public relations definitions **(6mks)**.
- b) How is events management a public relations activity? **(8mks)**.
- c) Discuss any 4 characteristics of events **(8mks)**.
- d) Explain any 4 benefits of events **(8mks)**.

QUESTION 2

(20mks)

Kenya is set to host a major international event bringing together a host of big names in the music industry. You are the top manager in charge of the event. Describe how you will plan this event .

QUESTION 3 (10mks)

- a) What is a hallmark event? **(5mks)**.
- b) Suppose you are the events manager in charge of a hallmark event. Describe the procedure you will follow to conduct this event **(15mks)**.

QUESTION 4 (10mks)

- a) Outline any 3 responsibilities of an events committee **(5mks)**.
- b) You are part of the Big Event Committee organizing a university's graduation ceremony. The guest of honor is the country's Vice-President. Provide a brief report on the pertinent aspects agreed on by the committee so far **(15mks)**.

QUESTION 5 (10mks)

- a) Mention any 3 types of corporate events **(5mks)**.
- b) Explain how to evaluate the success of a corporate event **(15mks)**.

//END//