



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR**

THIRD YEAR SECOND SEMESTER

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT**

**BACHELOR OF PARKS, RECREATION AND
LEISURE MANAGEMENT (PRLM)**

COURSE CODE: RLM 3206

**COURSE TITLE: SPECIAL EVENT
MANAGEMENT IN PARKS, RECREATION &
LEISURE**

DATE:

TIME:

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in section **A** and any other **THREE** in section **B**.

This paper consists of 2 printed pages. Please turn over

SECTION A: ANSWER ALL QUESTIONS (25 MARKS)

1. Define the term Special Event Management in relation to Parks Recreation and Leisure Management **(6 marks)**
2. List the required facilities for special events to take place in outdoor recreation **(6 marks)**
3. Briefly explain the types of special events that promote the event industry in Kenya **(7 marks)**
4. Briefly describe the management of special events that take place at Maasai Mara University **(6 marks)**

SECTION B: ANSWER ANY THREE QUESTIONS (45 MARKS)

5. Discuss the steps required for special events planning and management **(15 marks)**
6. Using examples, discuss the benefits Kenyan events industry would gain by hosting Major Special Events **(15 marks)**
7. Discuss the importance of risk management in relation to the management of special events **(15 marks)**
8. Citing relevant examples, discuss in details reasons special events are held in Kenya **(15 marks)**