



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2019/2020 ACADEMIC YEAR**

FOURTH YEAR FIRST SEMESTER

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT
BACHELOR OF PARKS, RECREATION AND
LEISURE MANAGEMENT (PRLM)**

COURSE CODE: RLM 4109

COURSE TITLE: ADVANCED PROGRAM PLANNING

DATE: 6TH DECEMBER 2019

TIME: 11.00AM - 1.00PM

INSTRUCTIONS TO CANDIDATES

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

This paper consists of 2 printed pages. Please turn over

SECTION A: QUESTION ONE IS COMPULSORY (30 MARKS)

1a). Briefly explain the following concepts: scheduling and publicizing.

(10 marks)

b). Describe the significance of target audiences in program planning.

(10 marks)

c). Briefly discuss the importance of the implementation of process in program planning.

(10 marks)

SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)

2). Discuss the current trends and issues impacting the delivery of recreation programs

(20 marks)

3). Briefly describe the significance of funding in program planning.

(20 marks)

4). Discuss the importance of customer service in program planning.

(20 marks)

5). Discuss using examples the benefits of evaluation in special events management.

(20 marks)

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