



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2017/2018 ACADEMIC YEAR**

FOURTH YEAR SECOND SEMESTER

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT
BACHELOR OF HOTEL & HOSPITALITY
MANAGEMENT**

COURSE CODE: BHM 405

**COURSE TITLE: EVENTS AND CONVENTIONS
MANAGEMENT**

DATE: 18/4/2018

TIME: 11.00AM- 1.00PM

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other three

QUESTION 1

- A. Explain what is meant by 'social responsibility' and using examples relate this to hosting an event. **(5 marks)**
- B. Describe five groups of stakeholders which event managers are socially responsible to. **(5marks)**
- C. Explain why staff induction (paid or volunteers) is important. Expound on three areas which should be covered in the induction and relate them to an event situation. **(5 marks)**
- D. Define 'virtual reality' and explain how this new technology may impact on events. Examples should be given. **(5marks)**
- E. Define 'societal trends' and explain five of these trends and the impacts they may have on an event. **(5 marks)**

Question 2

Discuss the government's use of events as part of an economic and social development strategy. Examples should be given. **(15 marks)**

Question 3

Discuss how porters force model can be applicable as a tool for competitive analysis for events. Give examples where necessary. **(15 marks)**

Question 4

"Mismanagement of finance can lead to unforeseen operational risk, such as safety, crowd control and legal problems" (Allen et al. 2008 p. 199). Discuss the above quote and justify your answer by using examples and relating them to an event. **(15 marks)**

Question 5.

"Event evaluation is the process of critically observing, measuring and monitoring the implementation of an event in order to assess its outcomes accurately. Evaluation is a continuous process that takes place throughout the life of an event. However, it has three key phases..." (Allen et al., 2008 p. 530). Discuss the three key phases when an event should be evaluated and support your answer with examples. **(15 marks)**

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