



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF
INTERNATIONAL TOURISM 4TH YEAR 1ST SEMESTER 2017/2018**

MAIN REGULAR

COURSE CODE: BTM 3415

COURSE TITLE: MEETINGS CONVENTIONS AND EVENT MANAGEMENT

EXAM VENUE: --

STREAM: (BTM)

DATE: 20/12/17

EXAM SESSION: 2.00 – 4.00PM

HOURS: 2 HOURS

Instructions:

- Answer question one and three questions from section b
- Write answers on the booklet provided

SECTION A: (COMPULSORY) 40 MARKS

Question One

- a) Define the following terms
 - i. Event (2 Marks)
 - ii. Meeting (2 Marks)
 - iii. Conference (2 Marks)
 - iv. Convention (2 Marks)
 - v. Exhibition (2 Marks)
- b) State and briefly explain two (2) theories of event . (5 Marks)
- c) Briefly explain five characteristics of effective meeting (5 Marks)
- d) List five functions of a meeting (5 Marks)
- e) Explain the following terms from an events manager point of view. .Give an example in each case
 - i. Economic impact (2 Marks)
 - ii. Social impact (2 Marks)
 - iii. Environmental impact (2 Marks)
 - iv. Social responsibility (2 Marks)
 - v. Ice breaker (2 Marks)
- (f) Discuss government use of events for economic development (5 Marks)
- (g) Explain five responsibilities of an event manager (5 Marks)

SECTION B: Attempt THREE (3) Questions from this section (30 Marks)

Question Two (Compulsory)

You are an event manager in a Hospitality and Tourism organization in West Kenya. You are required to organize a trade fare for hospitality and tourism products in your region of operation. Explain in detail how you would accomplish this task. (10 Marks)

Question Three

It is important to recognize diversity and treat each event as different. Explain key questions an event organizer would want to answer as a guide to identify requirements of an event (10 Marks)

Question Four

“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. ” Discuss the three key phases when an event should be evaluated and give examples in your answer. (10 Marks)

Question Five

Give details of how you would Plan and execute any one of the listed events

- a) National Music festival Cultural concert
- b) Miss Tourism Kenya (10 Marks)