



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND
TECHNOLOGY**

SCHOOL OF BUSINESS AND ECONOMICS

**BACHELOR OF INTERNATIONAL TOURISM MANAGEMENT END OF
SEMESTER EXAMINATION**

BTM 3415: MEETINGS, CONVENTIONS & EVENTS MANAGEMENT

YEAR IV, SEMESTER I

Instructions: Answer **Question One** and any **Other TWO QUESTIONS** in the answer booklet provided.

QUESTION ONE (30 MARKS)

- a) Distinguish between indoor events and outdoor events. Provide relevant examples in each case. (4 marks)
- b) Define the term meeting and summarise the three main categories of meetings (7 marks)
- c) Describe the four main categories of events by their size, stating relevant examples in each category (6 marks)
- d) Explain the five *W*s of event creation (5 marks)
- e) Highlight the importance of meetings, conventions and events as a form of tourism in Kenya (8 marks)

QUESTION TWO (20 MARKS)

- a) Assuming that you are part of the team that is planning to host a mega event in Kenya and that you are in the initial stages of planning for the event. Of what importance would analysis of event contextual set up be to you and the team? (12 marks)
- b) Highlight any sixteen (16) roles you would perform in your capacity as a meeting planner (8 marks)

QUESTION THREE (20 MARKS)

- a) As the event manager of a mega event to be hosted in your country, explain eight elements that you will consider in planning and preparing the event. (16 marks)
- b) Outline any eight contractors you would work with to ensure the success of the event (4 marks)

QUESTION FOUR (20 MARKS)

- a) With the aid of diagrams, describe five meeting room plans including when each is commonly used (15 marks)
- b) Explain any five considerations you would make when budgeting for an exhibition (5 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the role and mission of a convention and visitor bureau (CVB) (10 marks)
- b) Define the term Conference and precisely explain the systematic approach you would consider in planning and organization an international conference to be hosted by JOOUST (10 marks)

