

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF CERTIFICATE IN HOSPITALITY
AND TOURISM MANAGEMENT**

CHTM 00305: BANQUETS AND MICE EVENTS

STREAMS: CHTM (Y1S2)

TIME: 2 HOURS

DAY/DATE: MONDAY 27/09/2021

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS

- Answer all questions in SECTION A and any two in SECTION B
- Do not write anything on the question paper

SECTION A: (30 MARKS)

1. Define the following as used in tourism:
 - i. Conference (2 marks)
 - ii. Convention (2 marks)
 - iii. Banquet (2 marks)
2. Outline THREE service methods that can be adopted in banqueting. (3 marks)
3. List THREE services provided by event management companies. (3 marks)
4. Briefly explain any THREE types of events. (6 marks)
5. Outline SIX activities for good logistic planning for an off-premises event. (6 marks)
6. List SIX types of food/banquet functions. (6 marks)

SECTION B: (40 MARKS)

7. a) Discuss the concept of MICE as used in business tourism. (12 marks)
b) Discuss various characteristics of event managers. (8 marks)
8. Discuss various roles of banquet supervisors during an event. (20 marks)

9. a) Discuss the detailed information contained in an event function sheet. (10 marks)
- b) Discuss the negative impacts of events to the environment. (10 marks)

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