

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF HOTEL MANAGEMENT

BCHM 374E: CONVENTIONS AND MEETINGS MANAGEMENT

STREAMS: BCHM (Y3S1)

TIME: 2 HOURS

DAY/DATE: MONDAY 17/12/2018

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- Answer all questions in section A and any TWO in section B
- Do not write on the question paper

SECTION A: 30 MARKS)

1. Briefly explain the importance of MICE tourism [3 marks]
2. Differentiate between an exhibition and incentive travel [4 marks]
3. Explain any two categories of meeting or conference venues [4 marks]
4. Highlight the venue aspects that should be included in a conference event contract

[4 marks]

5. Briefly discuss factors to consider in planning for food and beverage menu in a MICE event [4 marks]
6. Explain some room set-up styles for meeting and conferences [5 marks]
7. Discuss three types of banquet functions [6 marks]

SECTION B (40 MARKS)

8. (a) Describe the main buyers and suppliers in the MICE event industry [12 marks]

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- (b) Explain the benefits of MICE tourism to destinations [8 marks]
9. (a) Describe the typical risk treatment options that can be employed by event organizers to manage risks [12 marks]
- (b) Explain the main considerations by MICE event organizers in developing the event plans [8 marks]
10. (a) Discuss some of the equipments that are necessary to conduct different types of functions [10 marks]
- (b) Explain the advantages of off the premise catering [10 marks]
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