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CHUKA



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**UNIVERSITY EXAMINATIONS**

**FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR  
OF TOURISM MANAGEMENT**

**BTHM 472: EVENT PLANNING AND MANAGEMENT**

**STREAMS: BTOM Y4S1**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 4/12/2019**

**8.30 A.M – 10.30 A.M**

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**INSTRUCTIONS**

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

**SECTION A 30 MARKS**

1. Explain the role of six key stakeholders that are crucial for events organization. [6 marks]
2. Briefly discuss five reasons for holding events. [5 marks]
3. Describe five types of events in the hospitality industry. [5 marks]
4. Briefly explain the five factors that contribute to successful organization of a trade fair event. [5 marks]
5. Explain five factors that influence the choice of an event venue. [5 marks]
6. Highlight four competencies required by event managers when organizing events. [4 marks]

**SECTION B (40 MARKS)**

7. (a) Describe the managerial roles that event managers take part in when executing an event in the tourism industry. [12 marks]

(b) Discuss four challenges that affect the team work of event organization personnel. [8

marks]

8. (a) Explain five positive socio-cultural impacts of events in the tourism industry.

[10

marks]

(b) Describe five methods that are used to publicize an event. [10 marks]

9. Discuss the role of information communication technology in events management in the tourism industry. [20 marks]

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