

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BCHM 374: CONVENTION AND MEETINGS MANAGEMENT

STREAMS: BCHM Y3S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 4/12/2019

11.30 A.M – 1.30 P.M

MAAGIZO:

**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 three main components of a public address system used in conventions. [6 marks]
2. Describe any five convention venues found in Kenya. [5 marks]
3. Briefly discuss five types of meetings that can be held in convention venues. [5 marks]
4. Explain five factors that can lead to failure of a planned convention. [5 marks]
5. Highlight five costs that are incurred when organizing a meeting. [5 marks]
6. Enumerate four risks associated with conventions. [6 marks]

SECTION B (40 MARKS)

7. (a) Describe five factors to be considered when planning for a convention. [10 marks]
(b) Discuss five external environmental forces that can affect successful planning of a convention. [10 marks]

8. (a) With the use of appropriate illustrations, explain five sitting arrangements that can be used in a meeting venue. [10

marks]

- (b) Describe five ways that may be used to publicize a convention in the hospitality industry. [10 marks]

9. Discuss the contribution of information communication technology in the conventions and meetings industry. [20 marks]
