

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF CATERING
AND HOTEL MANAGEMENT**

BCHM 254: CATERING AND SPECIAL EVENTS MANAGEMENT

STREAMS: BCHM Y2S2

TIME: 2 HOURS

DAY/DATE: THURSDAY 12/04/2018

8.30 A.M. – 10.30 A.M.

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. Identify any three circumstances in which different personalities will engage in special events. (6 marks)
2. Using a relevant example, describe the guiding principle when determining event objectives. (4 marks)
3. Explain the following terms (6 marks)
 - (a) Meal staggering
 - (b) MICE
 - (c) Food guarantee
4. Briefly discuss the following showing their role in meeting event objectives. (6 marks)
 - (a) Live entertainment
 - (b) Function sheet
 - (c) Menu plan
5. Explain how event energy can diminish at guest arrival. (2 marks)

6. Briefly explain three reasons a client would consider receiving catering services right from the premises of a service provider. (6 marks)

SECTION B (40 MARKS)

7. (a) Discuss all logistics involved when preparing how to receive guests arriving into the event venue. (10 marks)
- (b) Explain five circumstances in which a hospitality establishment can face litigation from an individual or organization. (10 marks)
8. (a) Compare and contrast marketing of tangible and intangible products in a hotel. (10 marks)
- (b) Explain market segmentation. (10 marks)
9. Explain five important considerations when an off-premise caterer in planning a wedding for a client. (20 marks)
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