
CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BCHM 254: CATERING AND SPECIAL EVENTS MANAGEMENT

STREAMS: BHM Y2 S2

TIME: 2 HOURS

DAY/DATE: MONDAY 20/04/2020

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. Describe the impacts of a local event to the society. [5 Marks]
2. Briefly explain the role of a Critical Path in event success [5 Marks]
3. An events manager needs to decide how to improve staff performance of a successful forthcoming event. Briefly explain the steps she can take to ensure all new volunteers are up to the task using the least resources. [4 Marks]
4. Explain the process and role of evaluating an event upon its completion. [6 Marks]

5. Explain how an event manager will use the following aspects for successful event:
[6 Marks]
- (a) Overage
 - (b) Menu planning
 - (c) Meal staggering

6. Briefly explain two aspects of market segmentation in the context of an event. [4 Marks]

SECTION B 40 MARKS

7. (a) A team of event planners are required to decide the place where a Celebrity's wedding ceremony will take place. Identify any four options they may consider and factors determining their choice. [10 Marks]
- (b) Discuss any four situations at the wedding reception that would raise the energy of this event. [10 Marks]
8. (a) While designing a conference, the planner is faced with a dilemma due to limited resources available to cater for all the elements. He cannot eliminate any of them. Describe any four of these elements and indicate why they must be included. [8 Marks]
- (b) Describe any four components that would depict a specific cultural / traditional style in a wedding ceremony as opposed to a classic style. [12 Marks]
9. (a) An event planner is shocked to realize that a number of this are not moving on well in today's wedding ceremony which they had planned for several months. They must realized that the function sheets which were diligently worked on were updated recently but not shared with some of the stakeholders of the event. Explain four aspects which might have caused the negative surprise in today's event. [12 Marks]

(b) Give four situations where a manager will need to act wisely to safeguard the legal standing of the company. [8 Marks]