



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER

**SCHOOL OF NATURAL RESOURCES, TOURISM
AND HOSPITALITY**

BACHELOR OF HOSPITALITY MANAGEMENT

COURSE CODE: HHM 3236-1

**COURSE TITLE: EVENTS AND CONVENTIONS
MANAGEMENT**

DATE:28/5/24

TIME:1100-1300HRS

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in **Section A** and any other **TWO** questions in Section B

SECTION A (20MARKS)

QUESTION ONE

- i. Describe three classifications of events under the following criteria:
 - a) Timelines **(2marks)**
 - b) Agenda **(2 marks)**
 - c) Size **(2 marks)**
 - d) Participants **(2 marks)**
- ii. Explain any three contractual relationships entered into by event organizers. **(6 marks)**
- iii. Discuss the role of Nairobi National Park for International Congress and Convention Events Managers **(6mks)**

SECTION B (30 MARKS)

QUESTION TWO

- a) You are the Events and Conventions officer at the Kenya Tourism Board. Outline factors to consider while bundling services to market formal events for destination Kenya **(5 marks)**
- b) Prepare an Events Package for a VIP wedding banquet **(10marks)**

QUESTION THREE

- a) Explain any five assistive technologies used in event execution **(5 marks)**
- b) You have been contracted by the Kenya International Convention Centre Management to consult on the Role of Artificial Intelligence for a Competitive Events Destination in Africa. Prepare an executive summary to present at the initial consultative board meeting **(10 marks)**

QUESTION FOUR

- a) Explain the sources of finance for the Turkana Cultural Festival Camel Derby **(6 marks)**
- b) Describe the site selection process for a Mega Event **(9 marks)**

QUESTION FIVE

Describe five meeting layouts that can be utilized by the Events and Banqueting Manager of IHG Hotel. **(15 marks)**

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