



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2017/2018 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT
BACHELOR OF HOTELS AND HOSPITALITY
MANAGEMENT**

COURSE CODE: BHM 406

**COURSE TITLE: SEMINARS AND CONTEMPORARY
ISSUES**

DATE: 24TH APRIL 2018

TIME: 2.30- 4.30 PM

INSTRUCTIONS TO CANDIDATES

Answer question **ONE** and any other **THREE** questions.

This paper consists of 2 printed pages. Please turn over.

QUESTION ONE: (COMPULSORY) (25 MARKS)

- a.) Define the term seminar (1 Marks)
- b.) Explain the contents of an academic seminar paper (4 Marks)
- c.) Describe the **MICE** industry and its implication on a country's GDP (4 Marks)
- d.) Describe **FIVE** forms of insecurity that affects the MICE industry and how they can be curbed (5 Marks)
- e.) Explain factors to consider when designing for a seminar or meeting (5 Marks)
- f.) Explain various forms of contemporary technology that make seminars and meetings more resourceful (6 Marks)

QUESTION TWO:

Globalization is a blessing and not a curse, in relation to seminars and contemporary issues discuss this statement (15 Marks)

QUESTION THREE:

Assume you are a Destination management officer and the Cabinet secretary in-charge of devolution and planning approaches your company to set up a seminar on their behalf to unite all the 42 counties, Describe the process you'll follow when coming up with this corporate event from its conception to the post evaluation (15 Marks)

QUESTION FOUR:

- a.) Explain the legal factors affecting the MICE industry in Kenya. (7 Marks)
- b.) Elaborate the challenges most destinations suffer as a result of the MICE industry (8 Marks)

QUESTION FIVE:

- a.) Explain **TEN** recent trends in seminars and events (5 Marks)
- b.) Elaborate the role of the government in upholding the **MICE** industry (5 Marks)
- c.) Explain how a country can recuperate from negative impacts of global seminars (5 Marks)

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