



**ALUPE UNIVERSITY
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... Bastion of Knowledge ...

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**OFFICE OF THE DEPUTY PRINCIPAL
ACADEMICS, STUDENT AFFAIRS AND RESEARCH**

UNIVERSITY EXAMINATIONS

2019/2020 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER MAIN EXAMINATION

FOR THE DIPLOMA IN HOTEL AND HOSPITALITY MANAGEMENT

COURSE CODE: DHRM 026

COURSE TITLE: BANQUETING AND EVENTS MANAGEMENT

DATE: 16/12/2019

TIME: 2.00-5.00pm

INSTRUCTIONS TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 2 PRINTED PAGES

PLEASE TURN OVER

DSTE 04: SOCIAL ISSUES IN TOURISM, TRAVEL AND HOSPITALITY

STREAM: DIP HHM**DURATION:3HOURS**

INSTRUCTIONS TO CANDIDATES

- i. Answer question ONE and any other TWO questions
- ii. Do not write on the question paper

Question 1

- a i) Define the term events management (5marks)
- ii) Categorize events into Eight (8) major groups and in each case give an example (5marks)
- iii) Discuss the characteristics that are unique to events. (5marks)

- b i) Explain the factors to consider when budgeting for an event. (5marks)
- ii) Describe five (5) elements that can be found in events and explain how these elements can make an event more tangible. (5marks)
- ii) Explain the importance of marketing an event before it actually occurs (5marks)

Question 2

Discuss the importance of events under the following headings

- i) Social benefits
- ii) Economic benefits
- iv) Political implications. (20marks)

Question 3

Events management is a process that requires time and proper planning. Elaborate on the details involved from making the start to the point of close down and leaving a legacy (20marks)

Question 4

As an events manager, the Uasin Gishu governor has called upon you to organize a home coming event for Eluid Kipchoge who recently won the INEOS 1:59 Hours challenge. Discuss the licensing, health and safety, and insurance requirements which are key to service the operations
(20marks)

Question 5

Discuss in detail the administrative duties that an events manager needs to carry out during the close down of an event.
(20marks)