



# MASEÑO UNIVERSITY

## UNIVERSITY EXAMINATIONS 2012/2013

### THIRD YEAR FIRST SEMESTER EXAMINATIONS FOR THE DIPLOMA IN HOSPITALITY MANAGEMENT (CITY CAMPUS)

#### SEH 0169: EVENTS MANAGEMENT

*Date: 16<sup>th</sup> July, 2013*

*Time: 2.00 – 4.00 p.m.*

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#### INSTRUCTIONS:

- ◆ This paper consists of two Sections, A and B. (ALL questions are COMPULSORY).
- ◆ Answer ALL questions in Section A in the spaces and Section B in the booklet provided.

## SECTION A

Answer ALL questions in the spaces provided

1. Define Special Events according to Anton Shone (1997).

(4 Marks)

2. Events can be categorized into four main groups. List these groups giving examples in each category.

(8 Marks)

3. What was the main objective of the following ancient events.

(i) Early Olympic games.

(ii) The Paris 1889 Exposition.

(5 Marks)

4. Mention some of the promotional material that are used to reach a target market.

(3 Marks)

5. Briefly discuss perishability as a characteristic of Events.

(4 Marks)

6. Explain how an Event organizer would make an event tangible.

(4 Marks)

**Section B**  
**Answer in the booklet provided.**

7. Discuss key issues that do arise when determining menus and refreshments in Event Management  
**(16 Marks)**
8. List and shortly explain seven points that an Event organizer should pay special attention to in the process of venue finding.  
**(14 marks)**
9. In event budget planning, fixed costs are the things which have to be paid for no matter how many delegates eventually attend the conference. List a minimum of 12 items that are included in this category.  
**(12 Marks)**