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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
EXAMINATION
FOR THE DIPLOMA IN DIPLOMACY AND PUBLIC RELATIONS
DPR 1116 – EVENTS MANAGEMENT
SPECIAL EXAM

Date: 16TH AUGUST 2023
Time: 11:30AM – 1:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) 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 12 items that are included in this category (6 Marks)
- b) You are in charge of inspecting the site for hosting inter-university soccer tournament. Examine issues to assess during the inspection tour (8 Marks)
- c) With examples, distinguish between the two main categories of stakeholders (6 Marks)
- d) List six factors to consider in evaluation of logistics (5 Marks)
- e) Highlight five methods that can be used in motivating staff in events management (5 Marks)

QUESTION TWO 20 MARKS

- a) Events can be categorized on the basis of size, form or content. Describe three types of events categorized on the basis of size (6 Marks)
- b) Sponsorship of events is beneficial both to the events organizers and the sponsors themselves. Discuss this statement (14 Marks)

QUESTION THREE 20 MARKS

- a) Events Management is a major sector in the tourism industry in the world today. Discuss the major challenges facing the sector in the world today (10 Marks)
- b) As the HR Manager of Tawi Ltd you have been tasked with the duty of recruiting an events Manager. Explain the qualities you will be looking for when recruiting for that position (10 Marks)

QUESTION FOUR 20 MARKS

- a) Jerian is the Marketing Manager of Para Events Managers Ltd. Advise him on the marketing and promotional activities he should apply to win the public's interest for an annual dancing competition (10 Marks)
- b) As a consultant, you have been selected to host a mega event at the KICC. Explain the elements to focus on as you prepare for the event (10 Marks).

QUESTION FIVE 20 MARKS

- a) Project management of events does not always guarantee success of events. Discuss (10 Marks)
- b) Risk Management is a crucial element in planning and preparing for an event. Elucidate the conditions that should be considered in risk management if an event (10 Marks)