



**FACULTY OF BUSINESS MANAGEMENT
END OF SEMESTER EXAMINATIONS - APRIL 2025**

PROGRAMME: BTHM

YEAR/SEM: YEAR 1/SEMESTER 2

COURSE CODE: BTHM 1208

NAME: EVENTS AND CONVENTIONS MANAGEMENT

DATE: 2025-04-16

TIME: 2:00-5:00PM

INSTRUCTIONS TO CANDIDATES:

1. Read the instructions very carefully
2. The time allowed for this examination is STRICTLY three hours
3. Read each question carefully before you attempt and allocate your time equally between all the Sections
4. Write clearly and legibly. Illegible handwriting cannot be marked
5. Number the questions you have attempted
6. Use of appropriate workplace examples to illustrate your answers will earn you bonus marks
7. Any examination malpractice detected will lead to automatic disqualification.

DO NOT WRITE ANYTHING ON THE QUESTION PAPER

Section A Compulsory (40 marks)

Question 1:

In the fast-paced world of events and conventions management, effective communication stands as a cornerstone of success. From client interactions and vendor management to team coordination and crises handling, clear and concise communication plays a pivotal role in delivering exceptional event experiences. It is worth-noting that in the dynamic realm of events and conventions, effective communication serves as the catalyst for seamless execution and guest satisfaction. By further establishing open lines of communication, event professionals can build strong relationships, accurately understand guest expectations, and deliver events that surpass all expectations. More-over effective communication ensures effective collaboration among team members, vendors and other stakeholders, leading to streamlined workflows and successful event outcomes. As a student events and conventions management, you are required to;

- (a) Describe the communication process often applied in events and conventions management (10marks)
- (b) Identify any Non-verbal communication techniques preferably used at events and conventions (6 marks)
- (c) Identify any Verbal communication techniques commonly used at events and conventions (6 marks)
- (d) Outline any barriers or challenges that inhibit an effective communication process among the attending participants (10 marks)
- (e) Identify any practical measures that can be adopted to minimize the aforementioned challenges of effective communication at events and conventions (8 marks)

Section B Attempt any three questions (60 marks)

Question 1:

- (a) Explain the different types of events and conventions that may be organized in a tourism destination (6 marks)
- (b). Discuss the different factors an events manager may consider in the process or organizing an event or convention (14 marks)

Question 2:

- (a). Explain the different types of crowds synonymous with events and conventions in tourism destinations like Uganda (10 marks)
- (b). Discuss the different causes of panic amongst crowds in events and conventions while at tourism destinations (10 marks)

Question 3:

- (a) Define the term "Event Atmosphere" as applied in events and conventions management (4 marks)
- (b) Discuss the features of an event and convention's decoration (16 marks).

Question 4:

With reference to Doxey Irridex tourism model, discuss any events' and conventions's participants' behavioral practices that may induce the host community's irritation towards events and conventions. (20 marks)

Question 5:

- (a) Explain the "marketing-mix" of events and conventions as applied in tourism and hospitality marketing (10 marks)
- (b) Explain the different attributes/characteristics of events and conventions as a tourism and hospitality product (10 marks)

Question 6:

- (a) Identify any forms of emergency situations associated with events and conventions at tourism destinations (8 marks)
- (b) Describe the emergency evacuation procedure as applied in events and conventions management (12 marks)