INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

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:
TIME:

INSTRUCTIONS TO CANDIDATES:

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)

Question 2:

The tourism world is dynamic and has evolved in many ways, and one of the many changes is the increase in event tourism, now more than ever. Travelers from all age groups are choosing to attend or participate in events to enhance their travel experiences, from sporting

events to music festivals, and conventions, conference meetings to outstation weddings, tourism events have become an integral part of the industry. It is worth-noting that event tourism provides travelers with unique and memorable experiences and brings significant economic and social benefits to the host destination. However, a student of events and conventions management, you are required to;

(a) Define an event (4 marks)

(b) Discuss the attributes of events and conventions as tourism products (10 marks)

(c) Explain the different types of events and conventions held in tourism destinations. (6 marks)

(d) Discuss the different factors that influence a visitor's attendance of an event or convention in Uganda (10 marks)

(e) Discuss the various factors an events manager should consider when attempting to organize an event or convention in Uganda (10 marks)

SECTION B

Attempt any three questions (60 marks)

Question 1:

With reference to Abraham Maslow’s theory of motivation, discuss any practices events managers can incorporate at events and conventions so as to satisfy their participants’ needs. (20 marks)

Question 2:

Discuss the socio-economic contributions of tourism events and conventions to host communities in a tourism destination like Uganda (20 marks)

Question 3:

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 4:

(a) Differentiate between “an expressive crowd” and “an ambulatory crowd” as referred to in events and conventions management (4 marks)

(b) Discuss any factors a revelrous or expressive guest must consider before booking to attend a musical concert at Lugogo Cricket Oval (16 marks)

Question 5:

With reference to Doxey Irridex model, discuss any practical measures events managers can implement to reduce the host community’s irritation towards events and conventions (20 marks).

Question 6:

With reference to Plog’s model of tourist behavior, differentiate the behavioral practices of tourist guests that events managers might experience while at events and conventions in tourism destinations (20 marks)

Question 7:

(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 8:

(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)

Question 9:

(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 10:

(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 11:

(a) Describe the communication process as applied events and conventions management (6 marks)

(b) Discuss the barriers that deter effective communication between Emcees and crowds at events and conventions (14 marks)

Question 12:

(a) Describe the communication process as applied in events and conventions management (6 marks)

(b) Explain the communication techniques that can be used by Emcees when communicating with crowds on events (14 marks)

Question 13:

(a) Define the term “Décor” as applied in events and conventions management (4 marks)

(b) Discuss the features of an event and convention’s decoration (16 marks).

Question 14:

(a) Describe the procedure followed by an events’ organizer when hiring an out-door venue (6 marks)

(b) Discuss the factors an events’ manager should consider when booking a venue for an out-door event.