INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

FACULTY OF BUSINESS MANAGEMENT

END OF SEMESTER EXAMINATIONS - DECEMBER 2025

PROGRAMME: BTHM
YEAR/SEM: YEAR 1/SEMESTER 2
COURSE CODE: BTHM1208
NAME: EVENTS & CONVENTIONS MANAGEMENT

DATE:
TIME:

INSTRUCTIONS TO CANDIDATES:

SECTION A

SECTION A IS COMPULSORY AND CARRIES 40 MARKS

Question 1:

International University of East Africa organized its Annual Cultural gala Festival 2025, which was hosted at campus grounds. The event aims to celebrate the different rich cultural diversity across nationalities through traditional dances, fashion shows, cultural exhibitions, poetry and food fairs. The festival attracted students, staff, invited guests, and community members from different regions and cultural backgrounds.

As part of the event planning committee, you have been assigned the responsibility of designing the seating arrangements for the various festival personal, including performances, exhibitions, official, VIPs and VVIPs. Required:

a) Describe the step-by-step process involved in planning a one-day event.(10marks)

b) Explain the role of promotion and advertising in attracting attendees. (10 marks)`

c) With the aid of well-labeled illustrations, describe FIVE different seating arrangements you would consider for the University Cultural Festival 2025, and explain why each arrangement is suitable for the different activities during the event. *(20 Marks)*

Question 2:

International University Of East Africa organized a Cultural Festival. The event featured music, dance, food stalls, and speeches.

a) Identify five key objectives for the festival.
(10 marks)

b) Develop a timeline of activities for the day.
(14 marks)

c) Suggest eight ways to evaluate the success of the festival.
(16 marks)

SECTION B

ATTEMPT ANY THREE QUESTIONS; EACH CARRING 20 MARKS

Question 1:

The department of tourism and hospitality management is organizing a charity fundraising gala due to take place on 28/12/2025 in Kampala Uganda.

a) a) Identify any four sponsors you think the department can reach out for in this cause (4marks)

b) b) Suggest five strategies the department can use to secure sponsors. (08 marks) c)Explain the importance of reporting outcomes to sponsors and stakeholders.(08 marks)

Question 2:

Write short explanatory notes on the following terms as applied in events mgt: (@4mks)

(i) venue,

(ii) stakeholder,

(iii) sponsorship,

(iv) program agenda,

v) Contingency plan.

Question 3:

A corporate client requests a two-day conference for 200 participants, including accommodation, meals, and transportation.

a) List ten items to include in the event budget.
(05 marks)

b) Identify five potential risks associated with events organization and suggest mitigation measures.

(10 marks)

c) Explain why post-event evaluation is important.
(05 marks)

Question 4:

a) Explain five ways how a venue selection can affect the success of an event. (05 marks)

b) Discuss any five logistics involved in events management. (15 marks)

Question 5:

a) Define events management
(03 Marks)

b) Differentiate between corporate events and social events, giving two examples of each. (10 marks)

c) List five objectives of event planning.
(05 marks)

d) List four common types of risks in events management.
(4 marks)

Question 6:

a) What do you understand by the term budget? (05mks)

b) Explain why budgeting is important in events management? (15mks)

Question 7:

a) Define the term Event
(05 Marks)

b) b) Explain any five characteristics of an event of your choose
(05 Marks)

c) c) State any five elements of events in events management
(10 Marks)

Question 8:

a) a) What is planning? (05 Marks)

b) b) Explain why planning should be given the highest priority in organizing for any function say the recent concluded study tour to across the Nile resort? (15 Marks)

Question 9:

a) As a student of events and hospitality management discuss the Essential skills for working in the events business. (05 Marks)

b) b) Discuss the five Cs in events Management (15 Marks)

Question 10:

a) Explain how event objectives influence:

i) Event planning (05 Mks)

ii) Event budgeting (05 Mks)

iii) Event evaluation (05 Mks)

b) Discuss the relationship between event objectives and event success. *(5mks)*

Question 11:

As a student of events and hospitality management

a) Define the term stakeholders in event management. (4mks)

b) Explain any six importance of sponsor partnerships. (6mks)

c) Describe how you would maintain good stakeholder relationships before, during, and after the event. (10mks)

Question 12:

a) Examine any five core elements of an events. (10 Marks)

b) With the aid of a diagram, Illustrate and describe the events life cycle (10 Marks)