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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATIONS, 2022/2023 ACADEMIC YEAR**  
**FIRST YEAR, SECOND SEMESTER EXAMINATION**  
**FOR THE DIPLOMA IN DIPLOMACY AND PUBLIC RELATIONS**  
**DPR 1116 – EVENTS MANAGEMENT**

Date: 1<sup>st</sup> August 2022  
Time: 11.30am-1.30am

**INSTRUCTIONS TO CANDIDATES:**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE COMPULSORY (30 MARKS)**

- a) Analyze the benefits of event planning in the contemporary society (6 marks).
- b) Describe the functions and responsibilities of events committee (6 marks).
- c) Specify the purpose of a risk log in the planning and execution of events in the modern organizations globally (6 marks).
- d) Explain the effects of street use events on the societal growth and development (6 marks).
- e) Highlight the reasons for conducting an event in the present day organizations (6 marks).

**QUESTION TWO (20 MARKS)**

- a) Describe the characteristics discrete or recurring event at a permanent venue and their effect on the community (8 marks).
- b) Analyze the methods that event planners may use to establish and improve a high-quality communications network in event (8 marks).
- c) Explain four types of event costs paid for by events managers to realize successful events (4 marks).

**QUESTION THREE ( 20 MARKS)**

- a) Evaluate the traps to avoid when planning and executing events (8 marks).
- b) Assess the content of a basic Event Management Information System (EMIS) (8 marks).
- c) Outline the terms of evaluating a risk in the risk audit process (4 marks).

**QUESTION FOUR( 20 MARKS)**

- a) Examine assumptions of break-even analysis in the management of finance (10 marks).
- b) Explain the methods for identifying risks in event planning and management (10 marks).

**QUESTION FIVE ( 20 MARKS)**

- a) Explain the prime objectives of observing protocols in modern events (8 marks).
- b) Explain the potential benefits of hosting major events from the perspective of the visitor economy (8 marks).
- c) Analyze the central components of all effective event invitations in modern organizations (4 marks).