KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
DIPLOMA IN HOSPITALITY MANAGEMENT
DHT 019 - BANQUETING AND EVENT MANAGEMENT.

Date: 11TH December 2024
Time: 8:30AM – 10:30AM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

a) List four factors to consider in function room set up.   (4 Marks)
b) Define the following   terms as used in banqueting and event management.   (12 Marks)
       i) convention
       ii) Convention manager
       iii) The elements
       iv) The essentials
       v) the environment
       vi) The energy

c) Identify EIGHT different types of events.   (4 Marks)
d) As you plan your event you will utilize several building blocks that will become the structure and content of your event. List SIX of these main building blocks.   (6 Marks)
e) Examine the four main points to include while publishing your event.   (8 Marks)

QUESTION TWO (20 MARKS)

An event is made up of must haves activities and other energizing activities explain FIVE must have and FIVE energizing activities.

QUESTION THREE (20 MARKS0

a) In relation to the environment describe FIVE factors to consider while choosing on the venue.
                                                                                                                      (10 Marks)
b) Identify   FIVE advantages of having avenue that fits the kind of an event on hand.
                                                                                                                      (10 Marks)

QUESTION FOUR (20 MARKS)

Identify and explain FIVE indispensable characteristics an organizer should possess in order to be competitive in ever changing markets of events.

QUESTION FIVE (20 MARKS)

Successes of an event depend entirely with knowledge and skills of an event manager in putting the event into its logistics. Describe TEN different roles and responsibilities played by the event manager.   (10 marks)

Using an example of an event of your choice, briefly explain the guidelines of site/venue inspection on for an event   (10 marks)