



**SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
END OF SEMESTER EXAMINATION (60 MARKS)
BAC 4203: CORPORATE EVENTS MANAGEMENT**

DATE: 21st March, 2025

TIME: 08:30 – 10:30

INSTRUCTIONS: THIS EXAMINATION CONSISTS OF FOUR QUESTIONS. SECTION A IS COMPULSORY. ANSWER TWO QUESTIONS IN SECTION B.

SECTION A: (COMPULSORY)

QUESTION ONE

- a) Explain any **FIVE (5)** functions of management in the context of event management. Support your response with relevant examples. (15 Marks)
- b) Considering any **FIVE (5)** types of corporate events, assess the significance of events management knowledge for a corporate events planner. (15 Marks)

SECTION B: ANSWER TWO QUESTIONS IN SECTION B

QUESTION 2

- a) Elaborate **FOUR (4)** human resource elements that need to be managed during an event. (8 Marks)
- b) Evaluate how technology has influenced trends in events management, providing **THREE (3)** pertinent examples. (7 Marks)

QUESTION THREE

- a) Events are crucial in enhancing brand loyalty. Discuss. (10 Marks)
- b) Highlight **FIVE (5)** ways through which corporate events can be promoted. (5 Marks)

QUESTION FOUR

You have been appointed to lead a Strathmore University committee organizing an annual International Music Festival that draws thousands of University students from various countries.

- a) Examine **THREE (3)** potential risks associated with organizing such an event. Use relevant examples. (9 Marks)
- b) Outline the strategies you would recommend for managing the risks. (6 Marks)

QUESTION FIVE

- a) Evaluate the impact of cost-benefit analysis to the decision-making processes by event's organizers. (10 Marks)
- b) Using practical examples from your country, describe the principles of any **TWO (2)** event planning theories. (5 Marks)