



Strathmore
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
BAC 4203: CORPORATE EVENTS MANAGEMENT
END OF SEMESTER EXAM**

Date: 6th March 2024

Time: 13:00 – 15:00

Instructions

1. Question **one** is compulsory.
2. Answer **two** other questions

SECTION A: 20 MARKS

Question one

- a) Evaluate the relevance of any two the following principles of management to effective event planning and management
 - Planning
 - Organizing
 - Coordinating
 - Leading
 - Controlling

(8 marks)
- b) An International company manufacturing and selling natural health supplements in Kenya plans to celebrate its five years existence in the country. As an event planner, you have been approached to develop the event concept for presentation to management for approval.

Required

Provide highlights of four critical phases of the end-to-end experience you will create during the event. **(8 marks)**

- c) Explain two ways in which an event could be an opportunity to enhance the brand of an organization. **(4 marks)**.

SECTION B: 30 MARKS

Question Two

Describe five attributes of an effective event planner. **(15marks)**

Question Three

Explain five ways to brand your event planning and management consultancy. **(15 marks)**

Question Four

- a) Explain three methods for measuring the effectiveness of an event. **(9marks)**
b) Evaluate the effectiveness of the three methods. **(6 marks)**

Question Five

Outline the essential steps towards the development of an events proposal. **(15 marks)**

Question Six

“Vendor management can determine the success or failure of an event.” Explain five principles of effective vendor management. **(15marks)**