GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS

JANUARY – APRIL 2026 SEMESTER

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

COURSE CODE: BSHM 402/BSHO 205

COURSE TITLE: CONVENTION MANAGEMENT/BANQUETING MANAGEMENT

DATE: 08 APRIL 2026 **TIME: 2 HOURS**

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY.**
2. SECTION B: ANSWER ANY OTHER **TWO** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: *All exam rooms are under CCTV surveillance during the examination period.*

SECTION A: COMPULSORY

Question One

CASE STUDY: Hosting the East Africa Sustainable Tourism Convention

Sunrise Grand Hotel, a five-star property located in a major East African capital, has been selected to host the East Africa Sustainable Tourism Convention (EASTC). The three-day convention is expected to attract approximately 450 delegates drawn from government ministries, county tourism departments, international conservation organizations, tourism investors, hospitality associations, tour operators, development agencies, and the media. The event is considered high-profile because the Cabinet Secretary for Tourism will officiate the opening ceremony, and several international speakers will participate physically and virtually.

The convention program includes daily plenary sessions in the main ballroom, four concurrent breakout sessions in separate meeting rooms, and a tourism investment exhibition featuring 20 exhibitors showcasing products and services. On the final evening, a gala dinner is scheduled to celebrate sustainable tourism achievements in the region.

The hotel's Event Manager has been appointed to oversee the entire operation and is working closely with the Banqueting Manager, Executive Chef, Front Office Manager, Sales and Marketing team, and Security Department. Coordination meetings have been held to discuss venue setup, seating arrangements, audiovisual requirements, exhibition layout, branding placement, menu planning, accommodation logistics for VIP guests, airport transfers, and crowd flow between the conference and exhibition areas.

During planning, several issues emerge. The organizers express concern about whether the hotel has adequate technical capacity to manage simultaneous breakout sessions while also supporting hybrid participation for international speakers. The Executive Chef must also accommodate diverse dietary requirements, including vegetarian, halal, gluten-free, and international cuisine preferences. Meanwhile, the finance department warns that fluctuating supplier prices may affect the catering budget.

Two weeks before the convention, the organizing committee requests major adjustments. They ask for the gala dinner service to change from plated service to buffet service to encourage networking. They also request additional branding inside the ballroom and upgraded streaming

facilities for virtual participants. These changes create pressure on staffing schedules, room layout, décor planning, and overall cost control.

The success of the event is critical, as it may position Sunrise Grand Hotel as a preferred venue for future regional MICE events.

By Lecturer

a) Based on the last-minute changes requested by the organizers, highlight four operational implications that will result from this **[4 Marks]**

b) With reference to the case, examine **five** managerial roles the Event Manager must perform to ensure the successful delivery of the convention. **[5 Marks]**

c) Using evidence from the case, outline **five** operational requirements necessary for managing plenary sessions, breakout sessions, and the exhibition simultaneously. **[5 Marks]**

d) Drawing from the case, propose **three** appropriate risk management measures that should be implemented for this high-profile convention. **[6 Marks]**

e) Referring to the situation at Sunrise Grand Hotel, outline five benefits of interdepartmental coordination in convention and banqueting management **[10 Marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two

a) A resort hotel wants to introduce banqueting services for the first time. Describe five key components that define the scope of banqueting operations. **[10 Marks]**

b) Describe five types of sitting arrangements suitable for events **[10Marks]**

Question three

a) A destination marketing organization wants to attract more MICE events. Explain **five** economic benefits the destination may gain from developing the MICE industry **[10 Marks]**

b) A hotel is preparing to host a large exhibition alongside a conference. Describe **five** space management strategies that would ensure efficient layout and delegate movement **[10 Marks]**

Question Four

a) An event planner is preparing a budget for a three-day conference. Explain **five** major cost components that must be included in the event budget. **[10 Marks]**

b) A newly appointed Banquet Manager wants to improve service delivery. Describe **five** key responsibilities that contribute to successful banquet operations. **[10 Marks]**

Question five

a) A convention hotel wants to attract international associations. Describe **five** stages involved in the event sales process. **[10 Marks]**

b) An event contract dispute arises between a client and a venue. Explain **five** contractual elements that protect both parties from liability **[10 Marks]**