

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST SEMESTER 2025/2026 ACADEMIC YEAR

**THIRD YEAR EXAMINATION FOR THE DEGREE
OF BACHELOR OF ARTS IN SPORTS SCIENCE
MANAGEMENT**

SPSM 312: EVENTS PLANNING IN SPORTS

STREAM: R

TIME: 2 HRS

DAY: MONDAY [8.30 A.M-10.30 A.M]

DATE: 02/02/2026

THIS QUESTION PAPER CONSISTS OF TWO (2) PAGES

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

Instructions: Answer question one (Compulsory) and any other two questions

Question one

- a) Define the following terms:
 - i. Event planning (1 marks)
 - ii. Programme (1 marks)
 - iii. Fixture (1 marks)
 - iv. Tournament (1 marks)
 - v. Evaluation (1 marks)
- b) Explain any FOUR key factors influencing sports programme planning in schools and organizations. (8 marks)
- c) Discuss the importance of aligning sports events with the national sports calendar. (7 marks)
- d) Explain the **programme planning process** for a sports event. (10 marks)

Question two

- a) Discuss different tournament formats used in sports event planning and justify their suitability for different levels of competition. (10 marks)
- b) Explain the importance of proper scheduling and fixture design in ensuring fairness and efficiency in sports events. (10 marks)

Question three

- a) Analyse how client needs influence the planning and delivery of corporate or community sports events. (10 marks)
- b) Discuss the significance of facilities, expertise, and budgeting in determining the success of sports events. (10 marks)

Question four

- a) Describe the administrative procedures involved in organizing a major sports tournament. (10 marks)
- b) Explain the importance of post-event appraisal and how it contributes to future improvement in sports event management. (10 marks)