

No. of Printed Pages : 2

MTM-15

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**June, 2011**

00394

**MTM-15 : MEETINGS, INCENTIVES,  
CONFERENCES AND EXPOSITIONS (MICE)**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt any five questions. Each question carries equal marks.*

1. How does the needs of business traveller differ from leisure tourists ? What are some of their common needs ? Give examples. **20**

2. What do you understand by incentive travel ? Discuss the role of various organisations in promoting it. **20**

3. Write about 250 words each on any two of the following : **10+10**

- (a) Theme Fairs.
- (b) SWOT analysis.
- (c) Role of IT in conventions.

4. Discuss the operations involved in managing an international convention. **20**

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P.T.O.

5. Write an essay on Post conference/Post convention tasks. 20
6. Discuss the responsibilities of meeting planners with examples. 20
7. What are the steps involved in site selection for organising an event ? 20
8. If you were appointed as a manager of a travel agency, how would you establish linkages between your agency and other sectors of travel trade ? 20
9. Discuss the potential of India as a MICE destination? 20
10. Discuss the role of travel marts in promoting a destination. 20

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**MTM-15**

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**December, 2011**

02496

**MTM-15 : MEETINGS, INCENTIVES,  
CONFERENCES AND EXPOSITIONS (MICE)**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt any five questions. Each question carries equal marks.*

1. Discuss the characteristics of business travellers. 20  
Can the tourism industry meet their requirements.  
Give examples.
2. Discuss the potential of India as a MICE 20  
destination.
3. Write about 250 words each on any two of the following : 10+10
  - (a) Corporate meeting planners
  - (b) Sponsors
  - (c) Post convention analysis
4. "Convention is big business" - Comment. 20

5. What is the impact of International conference on host economy ? 20
  6. How would you plan a conference ? Give examples. 20
  7. Mention the various committees required for organising a conventions along with their responsibilities. 20
  8. What do you understand by meeting planners ? What are the responsibilities of meeting planners ? Give examples. 20
  9. What are the steps involved in site selection for organising an event. 20
- 
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10. Discuss the role of technology, more particularly internet, in meeting the marketing challenges of events. 20

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**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**June, 2012**

**MTM-15 : MEETINGS, INCENTIVES,  
CONFERENCES AND EXPOSITIONS (MICE)**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer any five questions. All questions carry equal marks.*

1. What do you mean by business tourism ? How are the needs of a business traveller different from a general tourist ? 20
2. Define Incentive Travel. What are the various motivations behind incentive travel and how are clients for such travel selected ? 20
3. Elaborate the various responsibilities of meeting planners. How crucial are these responsibilities for making any meeting a success ? 20
4. Write an essay on the various people at different stages involved in the smooth running of trade fair. 20

5. What do you understand by MICE tourism ? 20  
What are the various infrastructural considerations needed for MICE.
6. Why is sound product knowledge considered 20  
essential for dealing with business travellers ? Also describe the role of the hotels in business travel.
7. Enlist types of conferences and convention 20  
centres. Do they vary from the perspective environment ? Give examples to support your answer.
8. What do you understand by convention 20  
management ? What does the on-site management involve ?
9. What are the purpose of trade shows and 20  
exhibitions ? Discuss the functions of a show manager.
10. How would you develop a marketing plan for an 20  
exhibition ? Discuss some of the key areas for developing a marketing plan.

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01160

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**December, 2012**

**MTM-15 : MEETINGS, INCENTIVES,  
CONFERENCES AND EXPOSITIONS**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Answer any five questions. All questions carry equal marks.*

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1. Discuss the inter-relationship between Business and Leisure Tourism. How are their characteristics different ? 20

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2. Write a note on key players of meeting industry. Which of these players are involved in post meeting period ? 20

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3. How has technological developments created a revolution in the meeting industry ? 20

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4. Discuss the purpose of trade shows and fairs. Elaborate economic impact of trade fairs on local economy. 20

5. As a manager of a travel agency how will you promote tourism while focussing on MICE as a travel product ? 20
6. Why site selection process is important in MICE ? 20  
Why is it considered crucial while preparing the list of sponsoring organisations activities?
7. Describe the process of Convention Management. 20  
What are some of its important areas of operation ?
8. How would you develop a marketing plan for an exhibition? What are its various benefits for planners? 20
9. "A major problem for the tourism industry including MICE is that of factors influencing product quality or customer satisfaction that is outside the control of organizers or managers yet it leads to a lot of dissatisfaction". Comment. 20
10. Plan all inclusive incentive tour for middle level employees of a company for a destination of your choice within the country. 20

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**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**June, 2013**

**MTM-15 : MEETINGS, INCENTIVES,  
CONFERENCES AND EXPOSITIONS**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt any five questions in about 600 words each.  
All questions carry equal marks.*

1. Write about 250 words each on any two of the following : 10+10
  - (a) Business traveller
  - (b) Leisure tourist
  - (c) Motivational houses
2. What do you mean by incentive travel ? What is the motivation behind incentive travel offering ? 20
3. What do you understand by trade fair ? Discuss the primary purpose of a trade fair. 20
4. Write a detailed note on the responsibilities of a meeting planner. Give examples. 20

5. What do you understand by MICE tourism ? 20  
What are the areas that would require a special set of planning as far as MICE is concerned ?
  6. What do you understand by business traveller ? 20  
Why sound product knowledge is essential while dealing with business travellers ?
  7. What do you mean by convention management ? 20  
Discuss the significance of convention and meeting business in the hospitality industry.
  8. What is the role of site selection in convention management ? Give examples. 20
  9. How expositions can be used as a marketing tool ? Give examples. 20
- 
10. What do you understand by meeting planners ? 20  
Discuss the responsibilities of meeting planners.

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**December, 2013**

**MTM-15 : MEETINGS, INCENTIVES,  
CONFERENCES AND EXPOSITIONS**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt any five questions in about 600 words each.  
All questions carry equal marks.*

1. Trace the origin and growth of Business tourism and establish its linkage with Leisure tourism. 20
2. Identify the various types of organisations specialising in Incentive travels and explain with examples their modus operandi. 20
3. Enumerate the role and responsibility of the Trade Show Manager , Contractor and Accounts Executive while organising a Trade fair or an Exhibition. 20
4. "To plan and develop any destination for MICE tourism , certain area/ issues needs to be addressed". Taking a particular destination as an example, discuss the issues involved. 20
5. Describe the criteria , role and the process of site selection for conducting a convention. 20

6. How would a sponsoring organisation of a convention or an event handle its marketing process ? 20
7. Explain the various standard on - site management services, usually made available to attendees of conventions. 20
8. As a Meeting Planner, identify the various uncontrollable factors which may disrupt smooth planning and conduct of conventions. Suggest methods to handle them. 20
9. Write short notes in about 150 words each : 5x4=20
- (a) Specialised features of conference centres
  - (b) Purpose of Trade Shows
  - (c) Types of Convention Centres
  - (d) Purpose of Post Convention Evaluation
10. Define Incentive Tours. Explain the various aspects which you as an entrepreneur would have to consider before entering the Incentive tour business. 20
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**844**

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Total No. of Questions : 10]

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**Master of Arts (Tourism Management)**

**Term-End Examination**

**June, 2014**

**MTM-15 : MEETINGS, INCENTIVES,  
CONFERENCES AND EXPOSITIONS**

**Time : 3 Hours]**

**[Maximum Marks : 100**

**Note :-** Attempt any *Five* questions in about **600** words each.

All questions carry equal marks.

1. Tracing the evolution and growth of Incentive travel.  
Indicate its linkage with Maslow's Theory of Motivation. 20
2. Define the term 'Meeting'. Describe the role and  
responsibility of the various players in the Meeting Industry. 20
3. Discuss the various issues which a Trade Show Manager  
has to address at the planning stage to ensure a  
successful programme. 20
4. Discuss the role of Hotels in Business travel and the key  
players responsible for its operation. 20
5. List the various uncontrollable factory/situation which may  
disrupt smooth planning and conduct of conventions. As  
a Meeting Planner, how would you handle them ? 20

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Turn Over

**K-32**

( 2 )

6. Describe the steps involved in the process of convention management. 20
7. Define On Spot Management. What all are involved in this process ? 20
8. Write short notes in about **150** words each :
  - (a) Use of technological devices during meetings
  - (b) Services provided by a General Contractor
  - (c) Sponsor of convention and expositions
  - (d) Post Convention Meeting. 5×4=20
9. Explain the criteria, role and process of site selection in organising a convention. 20
10. How would you develop a marketing plan for an Exhibition ? 20

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**K-32**

No. of Printed Pages : 2

**MTM-15**

**MASTER OF ARTS IN TOURISM  
MANAGEMENT (MTM)**

**Term-End Examination**

01621

**December, 2014**

**MTM-15 : MEETINGS, INCENTIVES, CONFERENCES  
AND EXPOSITIONS**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Attempt any **five** questions in about 600 words each. **All** questions carry equal marks.*

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1. What are the infrastructural considerations needed for MICE ? Give examples. 20
2. Discuss the role of hotels in business travel. List the key players in hotel operations responsible for the management of a convention. 20
3. What do you mean by trade fairs ? List the ten steps responsible for the success of trade fairs with suitable examples. 20
4. What do you understand by incentive tours ? Plan an incentive tour for middle level

employees of a company for a destination of your choice. 20

5. Write about 250 words each on any **two** of the following : 10+10=20

- (a) On-site management
- (b) On-site registration
- (c) Spot management

6. What do you understand by convention management ? Discuss the importance of marketing in convention management. 20

7. Write an essay on post-conference tasks. 20

8. Explain the concept of sustainability as applied to MICE tourism. 20

9. Explain the role of various key players responsible for successful handling of the exhibition or the fair. 20

10. Write short notes in about 250 words each on any **two** of the following : 10+10=20

- (a) Motivational houses
  - (b) Trade shows
  - (c) Attendees
-

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**June, 2015**

**MTM-15 : MEETINGS, INCENTIVES,  
CONFERENCES AND EXPOSITIONS**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** *Attempt any five questions. All questions carry equal marks.*

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1. Compare and contrast the aims and objectives of Business Tourist and Leisure Tourist and identify some of the major functions that have fuelled its rapid growth in the Business travel industry of India. 20
2. Briefly describe the conceptual meaning of travel and put a precise note on the travel agencies that have established Special Incentive Departments. 20
3. Briefly describe the size of the Meeting Industry and enumerate its key players. 20
4. Why Trade Fairs shows are being recognized as a major segment of a company's marketing mix and how industrial shows are different from professional exhibition. Illustrate your answer with suitable examples. 20

5. Name any five major MICE destinations of India and analyze their strengths and weakness for conference tourism promotion. 20
  6. What are the possible opportunities of MICE tourism in your state ? Identify some of the locations having all possibilities of opening Rajasthan state for conferences and event tourism promotions. 20
  7. Identify the business travelers that require special attention from travel agency especially clients business pattern and personal preferences. 20
  8. Discuss the role of hotels in business travel. List the key players responsible in hotel operation for the management of a convention. 20
  9. How many International Convention Centres are there in India ? What are the various marketing activities required for selling a convention ? 20
  10. Describe the process of Convention Management ? Why Convention Management is going to be a big business in near future ? 20
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No. of Printed Pages : 2

MTM-15

01572 MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2015

MTM-15 : MEETINGS, INCENTIVES,  
CONFERENCES AND EXPOSITIONS

Time : 3 hours

Maximum Marks : 100

*Note : Attempt any five questions. All questions carry equal marks.*

1. Describe the development of Business travel in India and identify the name of some of the corporate houses involved in business tourism promotion. 20
2. Why is incentives travel a motivating factor for employees ? 20
3. What are the responsibilities of General Meeting Planners and discuss the personality characteristics associated with successful meeting planners ? 20
4. Why trade shows are ranked as the second most useful advertisement medium and how such shows are separated from typical marketing mix ? 20

5. What are the infrastructure considerations needed for MICE and how transport has become one of the main concerns for the promotion of MICE tourism ? 20
  6. How MICE and tourism are connected in an intrinsic manner ? As a Manager of a travel agency how can you promote tourism through MICE ? 20
  7. Why should product knowledge be essential while dealing with business travelers ? Illustrate your answer with suitable examples. 20
  8. Briefly describe the role of a star category hotel in the execution of meeting, conventions and exposition. 20
  9. What is the significance of convention meetings and discuss some of the factors of site consideration when locating a convention centre ? 20
  10. Outline the significance of convention customization and briefly describe tailor made arrangements and customization to suit the needs of customers. 20
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MTM-15

01418 MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2016

MTM-15 : MEETINGS, INCENTIVES,  
CONFERENCES AND EXPOSITIONS

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions in about 600 words each.

All questions carry equal marks.

1. Discuss the characteristics of a Business Traveller. 20  
How are they different from a leisure tourist ?
2. Write an essay on incentive travel. 20
3. What are the different types of meeting planners ? How do their roles differ from one another ? 20
4. Does convention centers provide better services 20  
for meetings, conventions and expositions than a resort or hotel ? Justify your answer with suitable examples.
5. How would you market a trade fair to various 20  
manufactures for their participation ?

6. Based on what you have learned about the history of tourism and MICE, deliberate about what you believe the future holds for MICE industry ? 20
7. Develop a checklist for a site visit that would help to examine potential cities for conducting MICE. 20
8. Why is a preconvention meeting important ? Who should be involved with this meeting ? 20
9. Write short note on the followings : 10x2=20
  - (a) Marketing Plan for a Exhibition
  - (b) On Site Management
10. Discuss the changes that will take place in the MICE industry due to the globalization of the world. 20

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No. of Printed Pages : 2

MTM-015

03364

## MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2016

### MTM-015 : MEETINGS, INCENTIVES, CONFERENCES AND EXPOSITIONS

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions in about 600 words each.

All questions carry equal marks.

1. Who is a Corporate Traveller ? Differentiate them from leisure traveller. 20
2. What is Incentive Travel and what are its objectives ? Discuss the important considerations in managing Incentive Travel. 20
3. Discuss the responsibilities of meeting planners. 20
4. Write an essay on the various people involved in the smooth running of a trade fair. 20
5. Discuss the benefits of trade shows. How can trade shows enhance a corporation's marketing plan ? 20
6. Discuss the interlinkage between the development of meetings, conventions, and expositions business with that of tourism. 20

7. Develop a checklist for inspecting potential venues for conducting meetings. 20
8. In MICE, a tremendous amount of emphasis is placed on the comfort of the participant. What would event manager do to ensure the comfort of the guests during meetings, conventions, and expositions ? 20
9. Discuss the role of technology in providing outstanding service to participants in MICE. 20
10. Write short notes on the following : 10x2=20
  - (a) Service - gap concept
  - (b) On Site Management

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No. of Printed Pages : 2

MTM-015

02555

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**June, 2017**

**MTM-015 : MEETINGS, INCENTIVES,  
CONFERENCES AND EXPOSITIONS**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : (i) Attempt any five questions.*

*(ii) All questions carry equal marks.*

1. Discuss the linkage between business and leisure tourism. Also list the factors that help in the growth of business travel industry. 20
2. What are the components of conference market ? What is the role of a tourism professional in the conference market ? 20
3. Define Incentive Travel. Discuss the factors to be considered while managing an Incentive Travel Group. 20
4. What is the importance of Trade Fair ? How will you ensure the success of a trade fair ? Explain with the help of examples. 20

5. Write short notes on the following : **5x4=20**
- (a) Spot Management.
  - (b) SERVQUAL Technique.
  - (c) Attendees.
  - (d) Negotiations in Convention Management.
6. What does planning for MICE entail ? How can we incorporate sustainability concept in MICE planning ? **20**
7. "The success of any event depends upon its marketing strategies". Comment on the statement and explain with the help of examples. **20**
8. Write a detailed note on the role of ICT in Convention Management. **20**
9. What are the post-convention tasks ? What is the importance of these tasks ? **20**
10. Write short notes on **any two** of the following :
- (a) Relevance of MICE in Hotel Business. **2x10=20**
  - (b) Convention Centres
  - (c) Meeting Planners.
-

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**MTM-015**

00364

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**December, 2017**

**MTM-015 : MEETINGS, INCENTIVES,  
CONFERENCES AND EXPOSITIONS**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt any five questions. All questions carry equal marks.*

1. What are the differences between the needs of a business traveller from that of a leisure traveller ?  
What is the importance of both for tourism operations ? 20
2. What are the components of MICE ? Discuss the linkages of MICE components with the tourism industry. 20
3. What do you understand by Incentive Travel ?  
How does it promote tourism business ? 20
4. What do you understand by "Spot Management" ?  
What are the activities involved in this process ?  
Explain with examples. 20

5. Write short notes on the following : 4x5=20
- (a) Exhibitions
  - (b) Service Gap Concept
  - (c) Market Analysis
  - (d) Sponsors
6. Explain with examples how “Expositions” can be a good marketing tool. 20
7. What are the steps involved in the process of site selection for organising an event ? Explain with the help of an example. 20
8. Write a detailed note on the scope of India as a MICE destination. 20
9. What are the factors to be considered while choosing a convention centre for hosting a meeting of international delegates ? 20
10. Write short notes on **any two** of the following : 2x10=20
- (a) Responsibilities of a Meeting Planner
  - (b) Economic Impacts of Trade Fair
  - (c) Role of ICT in Event Management
-

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**MTM-015/MTTM-015**

00054

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**June, 2018**

**MTM-015/MTTM-015 : MEETINGS, INCENTIVES,  
CONFERENCES AND EXPOSITIONS**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer any five questions in about 600 words each.*

*All questions carry equal marks.*

1. Discuss how Business travel had evolved over the years and its impact on the Tourism trade. 20
2. Explain the concept of Incentive travels and its benefits to organisations as a motivational tool. 20
3. Give an overview of the multiple roles and responsibilities of Meeting Planners. 20
4. What purpose do Trade shows serve ? Discuss their economic impact on host destinations. 20
5. Which are the areas of focus in planning a MICE destination ? Enumerate giving suitable examples. 20
6. Describe the role of venue designing and food and Beverages services in generating favourable impression of attendees. 20

7. Discuss possible mishaps which can happen on convention days and suggest ways how convention planners and organisers can tackle them. 20
8. Describe the business operations of Service contractors in MICE Industry and the type of services they provide. 20
9. What are the various post-convention meeting activities? Explain their importance and methods of evaluations. 20
10. Write short notes on the following in about 150 words each : 4x5=20
  - (a) Specific needs of Business traveller
  - (b) Types of convention centres
  - (c) Exposition as a Marketing tool
  - (d) Categories of Show Attendees

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MTM-15/MTTM-15

**MASTER OF ARTS IN TOURISM  
MANAGEMENT (MTM) / MASTER OF TOURISM  
AND TRAVEL MANAGEMENT (MTTM)**

**Term-End Examination**

**December, 2018**

00214

**MTM-15/MTTM-15 : MEETINGS, INCENTIVES,  
CONFERENCES AND EXPOSITIONS**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt any **five** questions in about 600 words each. All questions carry equal marks.*

1. Differentiate between Business and Leisure travellers. Discuss the issues and challenges in providing quality service to business travellers. 20
2. What are the different types of organisations which plan and organise incentive travel programmes ? Identify their prospective clients and their peculiar needs. 20
3. How has advancement in technology impacted the MICE industry ? Enumerate with suitable examples. 20
4. Discuss the roles and responsibilities of various people involved in the smooth running of a trade show. 20

5. Explain the role and importance of coordination among hotel management and staff for effective servicing of MICE clients. Give examples of critical areas of operations. 20
6. Explain, citing relevant examples, how MICE activities can be planned in a sustainable manner for any destination. 20
7. What all should be considered while determining and executing marketing strategies for large meetings and conventions ? 20
8. Describe how Exposition Managers recruit Exhibitors and attract attendees to ensure a successful show. 20
9. Write short notes on the following in about 150 words each : 4×5=20
- (a) Specialist Contractors for Trade Shows
  - (b) Convention Site Selections
  - (c) Types of Meeting Planners
  - (d) Post-Convention Activities
10. How can MICE be a value addition to tourism ? Support your answer with suitable examples. 20
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**MTM-15/MTTM-15**

**MASTER OF ARTS IN TOURISM  
MANAGEMENT (MTM) / MASTER OF TOURISM  
AND TRAVEL MANAGEMENT (MTTM)**

**Term-End Examination**

02964

**June, 2019**

**MTM-15/MTTM-15 : MEETINGS, INCENTIVES,  
CONFERENCES AND EXPOSITIONS**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt any **five** questions in about 600 words each. All questions carry equal marks.*

1. Differentiate the needs and requirements of business and leisure travellers citing relevant examples. 20
2. Discuss the growth of incentive travel and the motives behind such travel. 20
3. Discuss the steps that can be taken to ensure hosting of a successful trade fair event. 20
4. How do trade fairs impact host destinations ? Elaborate both the positive and negative impacts. 20
5. Discuss the need and challenges for a separate Convention Service Management Department in hotel organization. 20

6. Write short notes on the following in about 150 words each : 4×5=20
- (a) Types of Meeting Planners
  - (b) Standard Facilities in a Conference Room
  - (c) General Service Contractor
  - (d) Speciality Contractor
7. Explain the steps in Convention Management process. 20
8. As a Meeting Planner, what are the considerations in
- (a) inspecting a site/venue, and
  - (b) negotiating prices ? 10+10=20
9. Discuss respective importance and role of pre and post convention meetings. 20
- 
10. Elaborate behind-the-scene activities of an Exposition Manager. How critical is the role of behind-the-scene activities of an Exposition Manager during crisis management ? 20

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MTM-15/MTTM-015

**M02661**  
**MASTER OF ARTS (TOURISM MANAGEMENT)/**  
**MASTER OF TOURISM & TRAVEL**  
**MANAGEMENT**

Term-End Examination,

December 2019

**MTM-15/MTTM-015 : MEETINGS, INCENTIVES,**  
**CONFERENCES AND EXPOSITIONS**

*Time : 3 Hours]*

*[Maximum Marks : 100*

*Note : (i) Answer any five questions in about 600 words each.*

*(ii) All questionns carry equal marks.*

1. What are the requirements to be a world-class MICE destination? Elucidate with suitable examples. 20
2. Highlight the significance of the convention and meeting industry and list the various considerations in selecting site location for setting up a convention centre. 20
3. Elaborate key responsibilities of various hotel personnel involved in servicing business travel. 20
4. As the convention service manager of a hotel property, explain the operational aspects of planning and managing a convention. 20

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P.T.O.

(2)

5. Write short notes on the following in about 150 words each : 4×5=20
- a) Quality issues in business tourism
  - b) Motive behind incentive travel
  - c) Impact of trade fair on host destination
  - d) Trade show attendees
6. What are the steps to be followed by sponsoring organisation while marketing and promoting a conference. Outline a tentative time-table for pre-conference marketing strategic. 20
7. Explain behind-the-scene activities of an exposition manager. 20
8. Discuss the steps in developing a marketing plan for an exhibition. 20
9. Profile prospective clients for incentive travel programmes and packages. 20
10. Write notes on the following in about 300 words each : 2×10=20
- a) Special features of conference centres
  - b) Professional meeting planners



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**MASTER OF ARTS (TOURISM  
MANAGEMENT)/MASTER OF  
TOURISM AND TRAVEL  
MANAGEMENT (MTM/MTTM)**

**Term-End Examination**

**June, 2020**

**MTM-15/MTTM-15 : MEETINGS, INCENTIVES,  
CONFERENCES AND EXPOSITIONS**

*Time : 3 Hours*

*Maximum Marks : 100*

*Note : Answer any five questions in about  
600 words each. All questions carry equal  
marks.*

1. Discuss the various service quality issues in business tourism. Suggest steps, how these issues can be effectively addressed. 20

**P. T. O.**

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2. Elaborate the concept of incentive travel as a motivational tool for employees. 20
3. What do you understand by MICE tourism ? Elaborate, how MICE can help in addressing some of the seasonality issues of the tourism industry. 20
4. Enumerate the responsibilities of key personnel in creating and designing trade fairs. 20
5. Establish the linkages between MICE and tourism industry. Give suitable examples to support your answer. 20
6. As a travel agent, how would you identify and attract business travelers ? Explain the importance of 'product knowledge' while servicing business travelers. 20
7. 'The site is a critical factor in the success or failure of an event.' Enumerate with examples the areas of focus in site selection. 20

[3]

8. Write short notes on the following in about 150 word each : 5 each

(a) Corporate and Independent Meeting Planners

(b) Responsibilities of Meeting Planners

(c) Types of Attendees in Trade Fairs

(d) Functions of an Exhibition Show Manager

9. Explain the process of Convention Management. 20

10. What do you understand by the term 'Exhibitions' ? How would you develop a marketing plan for an exhibition ? 20