

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

Term-End Examination

December, 2014

01621

**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. 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
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