

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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