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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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