

**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 : $4 \times 5 = 20$
- (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
-