

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

February, 2021

**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. What do you understand by MICE tourism ?
How can the concept of sustainability be applied to MICE tourism ? 20

2. Identify the key personnel in creating and designing Trade Fairs. Suggest steps and measures to ensure success of a Trade Fair. 20

3. Why should organizations sponsor MICE ?
Discuss various steps which sponsoring organisations must take into consideration in successfully marketing and promoting MICE activities. 20

4. Discuss the role of hotels and responsibilities of key personnel in servicing the business travel segment. 20

5. Taking any event of your choice, prepare a time-line for marketing and promoting it to the targeted audience. 20
6. Explain unique features of a Conference Centre. How has modern technology impacted the design and functioning of Conference Centres ? 20
7. Enumerate with suitable examples the importance of Site Selection and Budgeting in the overall Convention management process. 20
8. What is the difference between 'On-Site Management' and 'Spot Management' ? Enlist various services provided at Convention Centres. 20
9. Write short notes on the following in about 150 words each : $4 \times 5 = 20$
- (a) Types of Meeting Planners
 - (b) Function of Conference Registration desk
 - (c) Uncontrollable factors during Convention
 - (d) Importance of Post-Convention meeting
10. Discuss various issues in operating an Incentive tour business. 20
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