

01418 MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2016

**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.

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1. Discuss the characteristics of a Business Traveller. 20
How are they different from a leisure tourist ?
 2. Write an essay on incentive travel. 20
 3. What are the different types of meeting planners ? How do their roles differ from one another ? 20
 4. Does convention centers provide better services for meetings, conventions and expositions than a resort or hotel ? Justify your answer with suitable examples. 20
 5. How would you market a trade fair to various manufactures for their participation ? 20

6. Based on what you have learned about the history of tourism and MICE, deliberate about what you believe the future holds for MICE industry ? 20
7. Develop a checklist for a site visit that would help to examine potential cities for conducting MICE. 20
8. Why is a preconvention meeting important ? Who should be involved with this meeting ? 20
9. Write short note on the followings : 10x2=20
- (a) Marketing Plan for a Exhibition
 - (b) On Site Management
10. Discuss the changes that will take place in the MICE industry due to the globalization of the world. 20
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