

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**June, 2018**

**MTM-015/MTTM-015 : MEETINGS, INCENTIVES,  
CONFERENCES AND EXPOSITIONS**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Answer any five questions in about 600 words each.  
All questions carry equal marks.*

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1. Discuss how Business travel had evolved over the years and its impact on the Tourism trade. **20**
2. Explain the concept of Incentive travels and its benefits to organisations as a motivational tool. **20**
3. Give an overview of the multiple roles and responsibilities of Meeting Planners. **20**
4. What purpose do Trade shows serve ? Discuss their economic impact on host destinations. **20**
5. Which are the areas of focus in planning a MICE destination ? Enumerate giving suitable examples. **20**
6. Describe the role of venue designing and food and Beverages services in generating favourable impression of attendees. **20**

7. Discuss possible mishaps which can happen on convention days and suggest ways how convention planners and organisers can tackle them. 20
8. Describe the business operations of Service contractors in MICE Industry and the type of services they provide. 20
9. What are the various post-convention meeting activities? Explain their importance and methods of evaluations. 20
10. Write short notes on the following in about 150 words each : 4x5=20
- (a) Specific needs of Business traveller
  - (b) Types of convention centres
  - (c) Exposition as a Marketing tool
  - (d) Categories of Show Attendees
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