

**MASTER OF ARTS IN TOURISM
MANAGEMENT (MTM) / MASTER OF TOURISM
AND TRAVEL MANAGEMENT (MTTM)**

Term-End Examination

02964

June, 2019

**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 the needs and requirements of business and leisure travellers citing relevant examples. 20
2. Discuss the growth of incentive travel and the motives behind such travel. 20
3. Discuss the steps that can be taken to ensure hosting of a successful trade fair event. 20
4. How do trade fairs impact host destinations ? Elaborate both the positive and negative impacts. 20
5. Discuss the need and challenges for a separate Convention Service Management Department in hotel organization. 20

6. Write short notes on the following in about 150 words each : *4×5=20*
- (a) Types of Meeting Planners
 - (b) Standard Facilities in a Conference Room
 - (c) General Service Contractor
 - (d) Speciality Contractor
7. Explain the steps in Convention Management process. *20*
8. As a Meeting Planner, what are the considerations in
- (a) inspecting a site/venue, and
 - (b) negotiating prices ? *10+10=20*
9. Discuss respective importance and role of pre and post convention meetings. *20*
10. Elaborate behind-the-scene activities of an Exposition Manager. How critical is the role of behind-the-scene activities of an Exposition Manager during crisis management ? *20*
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