

No. of Printed Pages : 3 **MTM-15/MTTM-15**

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

Term-End Examination

June, 2020

**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. Discuss the various service quality issues in business tourism. Suggest steps, how these issues can be effectively addressed. 20

P. T. O.

2. Elaborate the concept of incentive travel as a motivational tool for employees. 20
3. What do you understand by MICE tourism ? Elaborate, how MICE can help in addressing some of the seasonality issues of the tourism industry. 20
4. Enumerate the responsibilities of key personnel in creating and designing trade fairs. 20
5. Establish the linkages between MICE and tourism industry. Give suitable examples to support your answer. 20
6. As a travel agent, how would you identify and attract business travelers ? Explain the importance of 'product knowledge' while servicing business travelers. 20
7. 'The site is a critical factor in the success or failure of an event.' Enumerate with examples the areas of focus in site selection. 20

8. Write short notes on the following in about 150 word each : 5 each
- (a) Corporate and Independent Meeting Planners
 - (b) Responsibilities of Meeting Planners
 - (c) Types of Attendees in Trade Fairs
 - (d) Functions of an Exhibition Show Manager
9. Explain the process of Convention Management. 20
10. What do you understand by the term 'Exhibitions' ? How would you develop a marketing plan for an exhibition ? 20