

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

Term-End Examination

June, 2022

**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. Give an account of the growth and development of MICE. Differentiate between Business tourists and Leisure tourists. 20

2. Identify the different types of meeting planners. Discuss the responsibilities of a meeting planner. 20

3. Describe the infrastructural requirement for developing MICE. Outline the areas which need to be considered if MICE is to be developed in a sustainable manner. 20

4. Define Convention Centre. Discuss the importance of location and environment of a Convention Centre. 20

5. Discuss the issues in program design, budgeting, food and beverages supply and negotiations with suppliers while planning a convention. Elaborate with suitable examples. 20
 6. What do you understand by Spot Management ? Explain the various types of room set ups. How should a meeting space be designed ? Give examples. 20
 7. Outline the important post-convention evaluation tools. How do uncontrollable factors affect the MICE business ? Elucidate. 20
 8. Discuss the role and function of Show Organizer Manager and Contractor. 20
 9. Explain the intricacies behind tour packaging for incentive tours. Prepare a checklist which should be followed by an incentive tour planner. 20
 10. Write short notes on the following in about 150 words each : 4×5=20
 - (a) Purpose of Trade Fairs
 - (b) Trade Show Attendees
 - (c) On-site Registration of Convention Attendees
 - (d) Role of Technology in Meetings Business
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