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MTTM-115

**MASTER OF TOURISM AND TRAVEL
MANAGEMENT**

(MTTM)

**Term-End Examination
June, 2024**

MTTM-115 : MICE MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Note : *Answer any five question in about 600 words each. All question carry equal mark.*

1. Explain the history and evolution of business travel. Discuss how business tourism is different from leisure tourism. 20
2. Who is a meeting planner ? Describe the various responsibilities of a meeting planner. 20
3. How does hosting a large scale convention benefit a destination ? What are the different types of convention venues ? 20
4. Explain the steps to evaluate a convention. How do uncontrollable factors affect the functioning of an event ? 20

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5. Evaluate the potential of India as an international MICE destination. 20
6. 'Hospitality is a fundamental element of an event.' Justify this statement citing relevant examples. 20
7. Discuss the advantages of adopting ICTs in tourism. Identify the factors that hinder organisations from introducing ICT applications. 20
8. Discuss any *two* of the following in about **300** words each : 2×10=20
 - (a) International Congress and Convention Bureau (ICCB)
 - (b) Convention Bureaus
 - (c) India Convention and Promotion Bureau (ICPB)
9. Write a detailed note on MICE marketing. 20
10. Write short notes on the following in about **150** words each : 4×5=20
 - (a) Different kinds of sponsors for convention
 - (b) Types of events based on size and scale
 - (c) Teleconferencing
 - (d) Types of contracts for booking hotel rooms