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**MTTM-15**

**MASTER OF TOURISM & TRAVEL  
MANAGEMENT (MTTM)  
Term-End Examination  
June, 2024**

**MTTM-15 : 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. How MICE and tourism industry relate to each other ? As a travel agent how will you promote a tourism destination through MICE ? Explain.  
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2. What are the steps involved in the process of Site selection for organising an event ? Explain with appropriate examples. 20
3. Explain the purpose of trade shows. Also elaborate the impacts of trade fairs on the host destination. 20
4. Discuss the incentive travel and the incentive organisations. How is incentives travel a motivating factor for employees ? Elaborate. 20

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5. What is Spot Management ? What are the activities involved in this process ? Explain with suitable examples. 20
6. Describe the role of star category hotels in the execution of MICE. Elaborate your answer with appropriate examples. 20
7. Explain with the help of examples that how product knowledge helps a travel planner in managing business travel. 20
8. Explain the following : 2×10=20
  - (a) Tasks involved in post-convention meetings
  - (b) The SERVQUAL Technique
9. Describe the role and functions of various people involved in the smooth execution of a trade fair. Do you think trade fairs are beneficial ? Explain. 20
10. What are the infrastructural considerations needed for MICE ? What are the various aspects that need to be planned while planning for MICE tourism ? 20