

01518

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**June, 2015**

**MTM-15 : MEETINGS, INCENTIVES,  
CONFERENCES AND EXPOSITIONS**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** *Attempt any five questions. All questions carry equal marks.*

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1. Compare and contrast the aims and objectives of Business Tourist and Leisure Tourist and identify some of the major functions that have fuelled its rapid growth in the Business travel industry of India. 20
2. Briefly describe the conceptual meaning of travel and put a precise note on the travel agencies that have established Special Incentive Departments. 20
3. Briefly describe the size of the Meeting Industry and enumerate its key players. 20
4. Why Trade Fairs shows are being recognized as a major segment of a company's marketing mix and how industrial shows are different from professional exhibition. Illustrate your answer with suitable examples. 20

5. Name any five major MICE destinations of India and analyze their strengths and weakness for conference tourism promotion. 20
6. What are the possible opportunities of MICE tourism in your state ? Identify some of the locations having all possibilities of opening Rajasthan state for conferences and event tourism promotions. 20
7. Identify the business travelers that require special attention from travel agency especially clients business pattern and personal preferences. 20
8. Discuss the role of hotels in business travel. List the key players responsible in hotel operation for the management of a convention. 20
9. How many International Convention Centres are there in India ? What are the various marketing activities required for selling a convention ? 20
10. Describe the process of Convention Management ? Why Convention Management is going to be a big business in near future ? 20

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