

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**December, 2010**

00339

**MTM-15 : MEETINGS, INCENTIVES,  
CONFERENCES AND EXPOSITIONS (MICE)**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. Discuss the important issues in managing business tourism in India. 20
2. What is Incentive Travel what are its objectives? Discuss the important considerations in managing Incentive Travel. 20
3. What are different types at trade shows ? Discuss the services needed for managing trade shows. 20
4. Explain the role of MICE in tourism development 20
5. Discuss the hotel services required for business travel. 20

6. Explain the 5- gap service model. How can it be applied to MICE? 20
  7. While choosing Information Technology for events, what factors are considered ? 20
  8. Write notes : 20
    - (i) Purpose of Exhibitions
    - (ii) Role of event managers in exhibitions
  9. "Marketing Research is essential for successful Trade shows" Elaborate. 20
  10. What are the current policies and schemes of the Government to develop India as a MICE destination ? 20
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