

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2011

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. Each question carries equal marks.

1. Discuss the characteristics of business travellers. 20
Can the tourism industry meet their requirements.
Give examples.
2. Discuss the potential of India as a MICE 20
destination.
3. Write about 250 words each on any two of the 10+10
following :
 - (a) Corporate meeting planners
 - (b) Sponsors
 - (c) Post convention analysis
4. "Convention is big business" - Comment. 20

5. What is the impact of International conference on host economy ? 20
 6. How would you plan a conference ? Give examples. 20
 7. Mention the various committees required for organising a conventions along with their responsibilities. 20
 8. What do you understand by meeting planners ? What are the responsibilities of meeting planners ? Give examples. 20
 9. What are the steps involved in site selection for organising an event. 20
 10. Discuss the role of technology, more particularly internet, in meeting the marketing challenges of events. 20
-