

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2011

00394

**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. How does the needs of business traveller differ from leisure tourists ? What are some of their common needs ? Give examples. **20**
2. What do you understand by incentive travel ? Discuss the role of various organisations in promoting it. **20**
3. Write about **250** words each on any two of the following : **10+10**
 - (a) Theme Fairs.
 - (b) SWOT analysis.
 - (c) Role of IT in conventions.
4. Discuss the operations involved in managing an international convention. **20**

5. Write an essay on Post conference/Post convention tasks. 20
 6. Discuss the responsibilities of meeting planners with examples. 20
 7. What are the steps involved in site selection for organising an event ? 20
 8. If you were appointed as a manager of a travel agency, how would you establish linkages between your agency and other sectors of travel trade ? 20
 9. Discuss the potential of India as a MICE destination? 20
 10. Discuss the role of travel marts in promoting a destination. 20
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