

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2013

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

Time : 3 hours

Maximum Marks : 100

*Note : Attempt any five questions in about 600 words each.
All questions carry equal marks.*

1. Trace the origin and growth of Business tourism and establish its linkage with Leisure tourism. 20
2. Identify the various types of organisations specialising in Incentive travels and explain with examples their modus operandi. 20
3. Enumerate the role and responsibility of the Trade Show Manager , Contractor and Accounts Executive while organising a Trade fair or an Exhibition. 20
4. "To plan and develop any destination for MICE tourism , certain area/ issues needs to be addressed". Taking a particular destination as an example, discuss the issues involved. 20
5. Describe the criteria , role and the process of site selection for conducting a convention. 20

6. How would a sponsoring organisation of a convention or an event handle its marketing process ? 20
7. Explain the various standard on - site management services, usually made available to attendees of conventions. 20
8. As a Meeting Planner, identify the various uncontrollable factors which may disrupt smooth planning and conduct of conventions. Suggest methods to handle them. 20
9. Write short notes in about 150 words each : 5x4=20
- (a) Specialised features of conference centres
 - (b) Purpose of Trade Shows
 - (c) Types of Convention Centres
 - (d) Purpose of Post Convention Evaluation
10. Define Incentive Tours. Explain the various aspects which you as an entrepreneur would have to consider before entering the Incentive tour business. 20
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