

01160 MASTER OF ARTS (TOURISM MANAGEMENT)  
Term-End Examination  
December, 2012

MTM-15 : MEETINGS, INCENTIVES,  
CONFERENCES AND EXPOSITIONS

Time : 3 hours

Maximum Marks : 100

---

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

---

1. Discuss the inter-relationship between Business and Leisure Tourism. How are their characteristics different ? 20
2. Write a note on key players of meeting industry. Which of these players are involved in post meeting period ? 20
3. How has technological developments created a revolution in the meeting industry ? 20
4. Discuss the purpose of trade shows and fairs. Elaborate economic impact of trade fairs on local economy. 20

5. As a manager of a travel agency how will you promote tourism while focussing on MICE as a travel product ? 20
6. Why site selection process is important in MICE ? 20  
Why is it considered crucial while preparing the list of sponsoring organisations activities?
7. Describe the process of Convention Management. 20  
What are some of its important areas of operation ?
8. How would you develop a marketing plan for an exhibition? What are its various benefits for planners? 20
9. "A major problem for the tourism industry including MICE is that of factors influencing product quality or customer satisfaction that is outside the control of organizers or managers yet it leads to a lot of dissatisfaction". Comment. 20
10. Plan all inclusive incentive tour for middle level employees of a company for a destination of your choice within the country. 20