

00364

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2017

**MTM-015 : MEETINGS, INCENTIVES,
CONFERENCES AND EXPOSITIONS**

Time : 3 hours

Maximum Marks : 100

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

1. What are the differences between the needs of a business traveller from that of a leisure traveller ?
What is the importance of both for tourism operations ? 20
2. What are the components of MICE ? Discuss the linkages of MICE components with the tourism industry. 20
3. What do you understand by Incentive Travel ?
How does it promote tourism business ? 20
4. What do you understand by "Spot Management"?
What are the activities involved in this process ?
Explain with examples. 20

5. Write short notes on the following : 4x5=20
- (a) Exhibitions
 - (b) Service Gap Concept
 - (c) Market Analysis
 - (d) Sponsors
6. Explain with examples how "Expositions" can be a good marketing tool. 20
7. What are the steps involved in the process of site selection for organising an event ? Explain with the help of an example. 20
8. Write a detailed note on the scope of India as a MICE destination. 20
9. What are the factors to be considered while choosing a convention centre for hosting a meeting of international delegates ? 20
10. Write short notes on **any two** of the following : 2x10=20
- (a) Responsibilities of a Meeting Planner
 - (b) Economic Impacts of Trade Fair
 - (c) Role of ICT in Event Management
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