

No. of Printed Pages : 3 **MTM-15/MTTM-15**

**MASTER OF ARTS (TOURISM
MANAGEMENT)/MASTER OF
TOURISM AND TRAVEL
MANAGEMENT (MTM/MTTM)**

Term-End Examination

June, 2021

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

Time : 3 Hours

Maximum Marks : 100

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

1. "A business traveller is one of the most demanding lots." Justify the statement giving suitable examples. 20

2. Apply Maslow's Need Hierarchy theory to explain why incentive programmes can be a useful tool to motivate employees. 20
3. Describe the types and responsibilities of Meeting Planners. 20
4. How is MICE linked to tourism ? Discuss key areas which would require special set of planning for MICE. 20
5. Explain how site for a large scale convention is selected. 20
6. Write notes on the following in about **300** words each : 2×10=20
- (a) On-site management of convention
- (b) Spot management during convention
7. Explain the SERVQUAL technique and the service gap concept used in service industry to evaluate quality and customer satisfaction. 20

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8. Discuss possible factors beyond the control of meetings organisers which can impact quality or customer satisfaction. Suggest a back-up plan for any *two* of such factors. 20
9. Discuss the steps involved in preparing a Marketing Plan for an Exhibition. 20
10. As an incentive tour planner, what all would you consider as checklist while planning such tours ? 20