

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

December, 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. Give an account of the differences as well as the linkages between business travel and leisure tourism. 20

2. What do you understand by incentive travel ? Explain possible reasons which motivate companies to offer incentive trips to their employees. 20
3. Discuss the purpose and economic impact of Trade Fairs. How can trade fairs be marketed ? 20
4. Describe the types, role and importance of convention centres in the functioning of the Meeting Industry. 20
5. In the context of preparation for a convention, explain the following : 4×5=20
- (a) Designing the Programme
- (b) Budgeting
- (c) Role of Food and Beverages
- (d) Negotiations and Contracts
6. Write a detailed note on the operations management aspect for convention. 20
7. Define post-convention meeting and explain various important tasks involved. 20

[3]

8. Discuss the different ways in which meetings/conventions can be evaluated. 20

9. Explain the role of contractors and the types of services they provide to exhibition management and exhibitors for a trade show. 20

10. Prepare a 7-day incentive trip for mid-level employees of a company for a destination of your choice. 20