

No. of Printed Pages : 3

MTTM-115

**MASTER OF TOURISM AND TRAVEL
MANAGEMENT (MTTM)**

Term-End Examination

December, 2023

MTTM-115 : MICE MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. Enumerate the needs of a business traveller. Identify and explain key dimensions of service quality applicable of business travel. 20
2. What are the advantages of incentive travel as a motivational tool for employees ? Discuss the potential of India as an Incentive travel destination. 20

P. T. O.

3. Discuss the tangible and intangible benefits of the convention and meeting business. Give an overview of the convention facilities available in India. 20
4. Explain the participant registration process and safety and security measures in a convention. 20
5. List the advantages of post-convention evaluation. Enumerate the steps involved in evaluating an event. 20
6. Explain the scope and nature of accommodation and transport arrangements in MICE and Event Management. 20
7. Write notes on the following in about **300** words each : 2×10=20
 - (a) International Conference and Convention Association (ICCA)
 - (b) Indian Convention and Promotion Bureau (ICPB)
8. Discuss the stages in the journey of an entrepreneur in the MICE business. 20

[3]

9. Plan a 3 day incentive trip itinerary in a hill station for a group of 50 mid-level managers working in a multinational organization. 20
10. Write short notes on the following in about 150 words each : $5 \times 4 = 20$
- (a) Planning tools used by meeting planners
 - (b) Types of the theme based events
 - (c) Types of food services styles
 - (d) On-the-spot management