

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2012

**MTM-15 : MEETINGS, INCENTIVES,
CONFERENCES AND EXPOSITIONS (MICE)**

Time : 3 hours

Maximum Marks : 100

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

1. What do you mean by business tourism ? How are the needs of a business traveller different from a general tourist ? 20
2. Define Incentive Travel. What are the various motivations behind incentive travel and how are clients for such travel selected ? 20
3. Elaborate the various responsibilities of meeting planners. How crucial are these responsibilities for making any meeting a success ? 20
4. Write an essay on the various people at different stages involved in the smooth running of trade fair. 20

5. What do you understand by MICE tourism ? 20
What are the various infrastructural considerations needed for MICE.
6. Why is sound product knowledge considered 20
essential for dealing with business travellers ? Also describe the role of the hotels in business travel.
7. Enlist types of conferences and convention 20
centres. Do they vary from the perspective environment ? Give examples to support your answer.
8. What do you understand by convention 20
management ? What does the on-site management involve ?
9. What are the purpose of trade shows and 20
exhibitions ? Discuss the functions of a show manager.
10. How would you develop a marketing plan for an 20
exhibition ? Discuss some of the key areas for developing a marketing plan.