

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2013

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

Time : 3 hours

Maximum Marks : 100

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

1. Write about 250 words each on any two of the following : 10+10
 - (a) Business traveller
 - (b) Leisure tourist
 - (c) Motivational houses

2. What do you mean by incentive travel ? What is the motivation behind incentive travel offering ? 20

3. What do you understand by trade fair ? Discuss the primary purpose of a trade fair. 20

4. Write a detailed note on the responsibilities of a meeting planner. Give examples. 20

5. What do you understand by MICE tourism ? 20
What are the areas that would require a special set of planning as far as MICE is concerned ?

6. What do you understand by business traveller ? 20
Why sound product knowledge is essential while dealing with business travellers ?

7. What do you mean by convention management ? 20
Discuss the significance of convention and meeting business in the hospitality industry.

8. What is the role of site selection in convention management ? Give examples. 20

9. How expositions can be used as a marketing tool ? Give examples. 20

10. What do you understand by meeting planners ? 20
Discuss the responsibilities of meeting planners.
