

K-32

844

MTM-15

Total No. of Questions : 10]

[Total No. of Printed Pages : 2

Master of Arts (Tourism Management)

Term-End Examination

June, 2014

**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. Tracing the evolution and growth of Incentive travel.
Indicate its linkage with Maslow's Theory of Motivation. 20
2. Define the term 'Meeting'. Describe the role and
responsibility of the various players in the Meeting Industry. 20
3. Discuss the various issues which a Trade Show Manager
has to address at the planning stage to ensure a
successful programme. 20
4. Discuss the role of Hotels in Business travel and the key
players responsible for its operation. 20
5. List the various uncontrollable factory/situation which may
disrupt smooth planning and conduct of conventions. As
a Meeting Planner, how would you handle them ? 20

MTM-15

Turn Over

K-32

(2)

6. Describe the steps involved in the process of convention management. 20
7. Define On Spot Management. What all are involved in this process ? 20
8. Write short notes in about **150** words each :
 - (a) Use of technological devices during meetings
 - (b) Services provided by a General Contractor
 - (c) Sponsor of convention and expositions
 - (d) Post Convention Meeting. 5×4=20
9. Explain the criteria, role and process of site selection in organising a convention. 20
10. How would you develop a marketing plan for an Exhibition ? 20

MTM-15

K-32