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MTTM-115

**MASTER OF TOURISM AND TRAVEL
MANAGEMENT**

(MTTM)

Term-End Examination

June, 2023

MTTM-115 : MICE MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any **five** question in about
600 words each.

(ii) All question carry equal mark.

1. Give an overview of the use of Information and Communication Technology (ICT) in business travel. 20
2. Discuss the benefits of the meeting industry and the various terminologies used for meetings. 20
3. Indentify and describe the group of clientele for the meeting planners. How do meeting planners plan to fulfil the requirements of these groups ? 20

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4. Discuss important points which should be considered while planning and marketing an ideal incentive travel programme. 20
5. Define a Professional Conference Organizer (PCO). Describe the process of planning for a convention. 20
6. What do you understand by post-convention behavior of attendees ? Explain any *two* key models/techniques for measuring post-convention behavior. 20
7. Write notes on the following in about **300** words each : 2×10=20
 - (a) Key characteristics while planning an exhibition booth
 - (b) Role of Travel Fair/Travel Mart in promoting a tourism destination
8. Describe the various aspects which should be taken care of in food services as part of an event. 20
9. If you intend to be an entrepreneur in the MICE sector, explain the traits you need to possess. Also discuss how would you raise funds for your enterprise. 20

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10. Write short notes on the following in about
150 words each : 5×4=20

- (a) Difference between Business tourism and Leisure tourism
- (b) Difference between Incentive travel and other MICE tourism components
- (c) Types of Convention Venues
- (d) Benefits of Trade Show