

No. of Printed Pages : 3 **MTTM/MTM-15**

**MASTER OF TOURISM AND TRAVEL  
MANAGEMENT/MASTER  
OF ARTS (TOURISM MANAGEMENT)  
(MTTM/MTM)**

**Term-End Examination**

**June, 2023**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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

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1. Discuss the evolution of business travel.  
Explain how the needs of a business traveller  
are different from that of a tourist. 20
2. What do you understand by incentive travel ?  
Discuss probable clients' profile for such tours  
and the types of incentive travel service  
providers. 20

**P. T. O.**

3. Explain the various factors to be considered while choosing the destination for a convention. How does a convention impact the host destination ? Explain with example. 20
4. Write a detailed note on the various personnel involved in the smooth running of a large scale Trade Fair. 20
5. Describe how a destination can optimally utilise its existing infrastructure and resources for both tourism and MICE development. 20
6. Discuss the hotel operations involved in providing services to the business travellers. 20
7. Explain the process involved in the planning for a Convention. 20
8. Discuss the function of a Show Manager and the services provided by a contractor while organizing an exhibition. 20
9. For a group and destination of your choice, design a 2 nights-3 days incentive tour package. 20

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

- (a) Post-convention evaluation
- (b) Types of Meeting Planners
- (c) Types of Convention Venues
- (d) Uncontrollable factors during Convention Management