

**MASTER'S IN TOURISM MANAGEMENT**

**Term-End Examination**

**June, 2010**

00307

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. What is Corporate Traveller ? Differentiate it from leisure traveller. 20
2. Write a note upon tasks and responsibilities of meeting planner. 20
3. What makes a trade fair successful ? What is the role of marketing in it ? 20
4. Explain the infrastructural requirements for the success of MICE at a venue. 20
5. To what extent and how product knowledge helps a travel planner in managing business travel ? Explain with examples. 20

6. What factors determine the suitability of location and environment of convention centre for conference organizers ? 20
  7. Explain the process of on-site management of events. 20
  8. How is marketing plan developed for an exhibition ? Explain with example. 20
  9. How is participation of delegates / attendees managed in conferences ? Discuss. 20
  10. What is the role of sponsorships in MICE ? Discuss. 20
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