

# **MASTER OF TOURISM & TRAVEL MANAGEMENT**

**(CATEGORY 1 & 2)**

**(SEMESTER 3 & 4)**

**MTTM (Second Year)  
Assignments Booklet  
2025**

**(January & July Academic Cycles)  
Applicable for June and December 2025 TEE**

**MTTM - 9 TO 14 and MTTM 115**



**School of Tourism and Hospitality Services Sectoral Management  
Indira Gandhi National Open University Maidan Garhi, New  
Delhi – 110 068**

## MTTM ASSIGNMENTS

Dear Student,

You will have to do **One** assignment in each of the courses, i.e., MTTM-09 to 14 and MTTM 115. All these are Tutor Marked Assignments (TMAs).

Before attempting the assignments, please read the instructions provided in the MTTM Programme Guide.

**Note:** All Assignments must be **submitted in time** in order to appear in the Term-end examination and they should be **sent to the Coordinator of your Study Centre**. You must mention your enrolment number, name, address, Assignment code and Study Centre Code on the first page of the assignment.

**You must obtain a receipt from the study centre for the assignments submitted and retain it. If possible, keep a photocopy of the assignments with you.**

**After evaluation, the assignments have to be returned to you by the study centre. Please insist for this and keep them as a record with you.** The Study Centre has to send the marks to Student Evaluation Division (SED) at IGNOU, New Delhi.

## GUIDELINES FOR DOING ASSIGNMENTS

We expect you to answer each question in about 500 words or as mentioned in the assignment. You will find it useful to keep the following points in mind:

- 1) **Planning:** Read the assignment questions carefully. Go through the Units on which they are based. Make some points regarding each question and then rearrange them in a logical order.
- 2) **Organisation:** Be a little selective and analytic before drawing up a rough outline of your answer. Give adequate attention to your introduction and conclusion.

Make sure that your answer:

- a) is logical and coherent;
  - b) has clear connections between sentences and paragraphs; and
  - c) is written correctly giving adequate consideration to your expression, style and presentation.
- 3) **Presentation:** Once you are satisfied with your answers, you can write down the final version for submission, writing each answer neatly and underlining the points you wish to emphasise.

Wishing you all the best

**Dr Tangjakhombi Akoijam**  
**Programme Coordinator,**  
**(MTTM)**

## DATE OF SUBMISSION OF ASSIGNMENTS

**Reminder:** All Assignment must be sent to the **Coordinator of your Study Centre**. You must mention your enrolment number, name, address, Assignment code and Study Centre Code in the first page of the assignment.

Semester & Courses (2 <sup>nd</sup> Year)	
<b>Semester III</b> MTTM 09 MTTM 10 MTTM 11 <b>MTTM 16</b> <b>(Dissertation)</b>	<b>Semester IV</b> MTTM 12 MTTM 13 MTTM 14 MTTM 115

### Date of Submission of Assignments

For June Term End Examination 2025	For December Term End Examination 2025
30 <sup>th</sup> April 2025	30 <sup>th</sup> October 2025

\* Keep checking the IGNOU website for any change in the date of submission

**MTTM 115: MICE Management**  
**(Tutor Marked Assignment)**

**Course Code: MTTM115**  
**Total Marks: 100**

**Programme: MTTM**  
**Assignment Code: MTTM 115/TMA/2025**

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**Note:** This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

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1. What do you understand by Travel Management Companies (TMCs)? Explain key criteria for selecting a TMC. 20
2. Outline the characteristic features of incentive travels. Discuss basic sales and marketing procedures that an incentive travel management company can pursue. 20
3. What role do hotels play in business travel? Discuss the key players responsible in hotel operation for the management of a conference/convention. 20
4. Outline the purpose of Travel Marts and Exhibitions and their importance as marketing tools. How do such events impact the host destination? 20
5. What are the different types of meeting planners? Describe the role and responsibilities of meeting planners. 20
6. Explain the process of convention planning. 20
7. Give an overview of any two major organisations/associations representing the voice of the MICE stakeholders. 20
8. Discuss the importance, nature and scope of transport arrangement while organizing a MICE activity. 20
9. Discuss the stages an entrepreneur goes through while establishing a MICE business. 20
10. Write short notes on the following in about 150 words each: (4x5=20)
  - a) Stages in Event Bidding process
  - b) Convention facilities in India
  - c) Job opportunities in the Event Management sector
  - d) Uses of ICT in MICE