

**MASTER OF TOURISM & TRAVEL  
MANAGEMENT**

**(CATEGORY 1 & 2)**

**(SEMESTER 3 & 4)**

**MTTM (Second Year)  
Assignments Booklet  
2026  
(January & July Academic Cycles)  
Applicable for June and December 2026 TEE**

**MTTM - 9 TO 15 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

**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.

<b>Semester &amp; Courses (2<sup>nd</sup> Year)</b>	
<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 15/MTTM 115

### Date of Submission of Assignments

<b>For June Term End Examination 2026</b>	<b>For December Term End Examination 2026</b>
31 <sup>st</sup> March 2026	30 <sup>th</sup> October 2026

\* 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/2026**

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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. Define MICE. Discuss the evolution and growth of the MICE industry globally and specifically in the Indian context. 20
2. ‘Venue selection is the most critical decision in event planning’. Discuss the factors influencing venue selection. 20
3. Describe the layout and design features of a world-class exhibition center. 20
4. Define Incentive Travel. Discuss its objectives and benefits for an organization. Highlight the challenges faced in organizing international incentive trips. 20
5. Explain the logistics management involved in conventions (Accommodation, Transport, F&B). 20
6. Define Exhibitions and Trade Fairs. Discuss their role in business promotion and B2B marketing. Analyse the future of virtual exhibitions and their pros and cons compared to physical ones. 20
7. Define MICE Marketing. Discuss the unique challenges in marketing MICE products compared to leisure tourism. 20
8. What are the traits of a successful MICE entrepreneur? Discuss the challenges faced by new entrepreneurs in the MICE industry. 20
9. Explain the process of planning for a convention. 20
10. Write short notes on the following in about 150 words each: (4x5=20)
  - a) Destination Management Company
  - b) ‘Purpose-Built’ convention centers versus ‘Hotel-Based’ convention facilities.
  - c) Post-Event Evaluation
  - d) Major convention centers in India