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MTTM-15

**MASTER OF TOURISM AND TRAVEL
MANAGEMENT (MTTM)**

Term-End Examination

December, 2024

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

Time : 3 Hours

Maximum Marks : 100

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

1. What are the components of MICE ? Describe the linkages of various components of MICE with tourism industry. 20
2. What do you understand by Incentive Travel ? How does it promote tourism business ? Explain. 20

3. Discuss how the needs of business traveller are different from tourists. Bring out the challenges of cost and service quality in business tourism. 20
4. How are conventions significant for destination ? What are the factors to be considered while choosing convention centre for hosting a meeting of international delegates ? 20
5. What are the responsibility of General Meeting Planners ? Discuss the personality characteristics associated with successful meeting planners. 20
6. Discuss the process of Convention Management with regards to the following : 5×4=20
- (a) Targeting the Population
 - (b) Designing the Programme
 - (c) Budget
 - (d) Food and Beverage

7. With the help of suitable examples, explain the various tasks involved in On-site Management of a convention. 20
8. Explain the purpose of trade shows. Describe the functions and role of Show Manager and Contractors. 20
9. How can the concept of sustainability be applied to MICE tourism ? Explain with suitable examples. 20
10. How is market research useful for exhibition organisers ? Develop a marketing plan for a large-size exhibition. 20

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