

**MASTER OF TOURISM AND  
TRAVEL MANAGEMENT (MTTM)  
Term-End Examination  
June, 2025**

**MTTM-15 : MEETINGS, INCENTIVES  
CONFERENCE AND EXPOSITIONS (MICE)**

*Time : 3 Hours*

*Maximum Marks : 100*

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

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1. Define Business Travel. Discuss in detail  
the evolution of Business Travel. 20
  2. What are the different types of meeting  
planners ? Discuss the responsibilities of a  
meetings planner. 20

3. Explain the various responsibilities of personnel involved in the smooth running of a trade fair. 20
4. What are the infrastructural considerations for MICE ? Discuss the potential of India as a MICE destination. 20
5. Plan an incentive tour for middle level employees of a company for a destination of your choice in India. 20
6. Why is product knowledge essential while dealing with business travellers ? Discuss citing suitable examples. 20
7. Elaborate on the marketing and promotion of conventions. What are the various challenges associated with it ? 20
8. Write a detailed note with suitable examples on the process of convention management. 20
9. What are the purposes of organizing exhibitions and trade shows ? How has this contributed to the growth of MICE sector ? 20

**[ 3 ]**

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

- (a) Incentive travel
- (b) Role of hotels in business travel
- (c) Site selection for convention
- (d) SERQUAL techniques for convention  
management

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