

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

Term-End Examination

December, 2024

MTTM-115 : MICE MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. Elaborate why service quality is a critical issue in business travel and how do service providers address this issue. 20

2. What do you understand by the terms incentives and incentive travel ? Discuss the core issues/areas that govern incentive travel.

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3. What is meant by post-convention meetings and tasks ? Explain the steps to evaluate a convention. 20
4. Explain the importance and benefits of travel fairs and travel marts. Describe any *two* prominent travel fairs or travel marts each. 20
5. What are Convention Bureaus ? Describe their role in the bidding process for hosting international conventions/conferences. 20
6. Describe the role and function of the following : 2×10=20
 - (a) Trade Show Manager
 - (b) Contractors/Vendors
7. Explain the different types of event related transportation services. 20
8. Discuss how ICT applications help in enhancing and managing MICE activities. 20
9. Describe essential steps entrepreneurs are likely to follow while establishing a business in MICE segment. 20

[3]

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

- (a) Importance of Pre-convention Meeting
- (b) Types of Food Service Styles
- (c) Tours and Excursions as a part of an event
- (d) Webinar

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