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MTTM-115

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

MTTM-115 : MICE MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. What do you understand by incentive travel ? Discuss the various factors a company should consider while planning and designing an incentive travel programme. 20
2. What do you understand by Travel Management Companies (TMCs) ? Explain key selection criteria for selecting a TMC. 20

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3. Highlight the benefits of Meetings. Discuss the types of meeting planners and their collective responsibilities. 20
4. Describe the process of convention planning. 20
5. Why is it important to understand the uncontrollable factors that can arise while organising a convention ? Explain the various post-convention tasks organizing teams carry out. 20
6. Explain the concept, characteristics and types of events. 20
7. Discuss the various aspects of logistics applicable in hospitality and travel trade. 20
8. Give an account of the various sectors involved in MICE marketing. Elaborate the role of India Convention Promotion Bureau in marketing India as a MICE destination. 20
9. Give an overview of the journey an entrepreneur undertakes while establishing a MICE-based enterprise. 20

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

- (a) Request for Proposals (RFP)
- (b) Kind of sponsors available for conventions
- (c) Teleconferencing
- (d) Pre- and post-event tours for the participants

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