

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

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. What does the acronym MICE stand for ?
Explain the importance and the unique characteristics of business travel and how it differs from travel for leisure purpose. 20
2. Explain the key dimensions of Business Travel Service Quality. Elaborate the service quality issues in business travel. 20

3. Why and how is incentive travel a promotional tool for motivating employees ? Discuss the types of travel management companies offering incentive tours and the basic sales and marketing procedures which these companies can pursue. 20
4. Write a detailed note on the types of infrastructure available for organizing conventions in India. Give suitable examples. 20
5. Differentiate between On-site and On-spot management. Explain the different activities that convention organizers carry out as part of the on-site management process. 20
6. Explain the different types of internal appraisal mechanism convention organizers can adopt to review its performance. Discuss the methods of evaluating an event. 20
7. Give an account of the different types of vendors that need to be hired for an event.

Describe the various considerations while planning and designing booths for an exhibition. 20

8. Discuss any *two* prominent organizations/ associations that promote MICE tourism in India. 20

9. With the help of an example, explain how a MICE-based company chooses the destination and the venue for an incentive travel group. 20

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

(a) Responsibilities of PCO

(b) Skills required to be an event manager

(c) Elements of a webinar

(d) Importance and benefits of travel fairs and travel marts

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