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MTTM-15

**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

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

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

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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

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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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