

No. of Printed Pages : 4

MTTM-115

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

Term-End Examination

June, 2026

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. Differentiate between a business and a leisure tourist. Discuss the evolution of business tourism and identify the various

trends that can impact the future of business tourism. 20

2. Highlight the different categories of meeting planners. Enumerate the responsibilities and functions of meeting planners. 20
3. Discuss the factors to be considered while planning an incentive travel programme. Also prepare a checklist that will aid the planning process. 20
4. Describe the contribution and significance of conventions. Discuss the prospect of India as a MICE destination. 20
5. Explain Post-convention evaluation and the various steps and processes involved in it. 20

6. Write a detailed note on any *two* organizations/associations functioning in the MICE domain. 20
7. Give an overview of the application of Information and Communication Technology (ICT) in MICE operations. 20
8. Discuss how hotel rooms can be booked in advance for event delegates. Elucidate the types of food serving styles seen in international events. 20
9. Describe the important steps commonly navigated by MICE entrepreneurs. 20
10. Write short notes on the following in about 150 words each : 4×5=20
 - (a) Define any *five* formats of organising meetings.

- (b) Characteristics of Incentive travel.
- (c) Kinds of sponsor available for conventions.
- (d) Differentiate between Trade Fairs and Exhibitions.

× × × × ×