Roll No. _____

END SEMESTER EXAMINATION
SEMESTER- V

COURSE CODE : TTM 504 | **DURATION : 3 (THREE)HRS**
COURSE TITLE : MICE IN TOURISM | **MAXIMUM MARKS : 75**
SESSION : JULY-DEC'2021 | **PASS MARKS : 35 %**

NOTE:
1. All the questions are compulsory
2. Attempt any 5 (five) questions.
3. Mark for each question is shown against it.
4. Assume suitable logical data wherever necessary.

1. **(a)** What do you understand by the term corporate travellers? Discuss the reason behind speedy evolution of corporate traveller in the past years? **(5+6)**
(b) Briefly explain various types of incentives organization. **(4)**

2. **(a)** Discuss what factors need to be considered while selecting site for an event. **(8)**
(b) Why it is important to have good service quality? How would you ensure good service quality? **(3+4)**

3. **(a)** Who are meeting planners? **(5)**
(b) You being the event planner what things you will consider for planning any event? **(10)**

4. Discuss various challenges faced by an event planner to develop or organize an event. **(15)**

5. Write short notes on the following: **(3x5)**
(a) Providing services at the functions
(b) Design printing & mailing of event material
(c) Marketing of conference

6. Elaborate "To thrive & survive in market it is important to compare your product with competitors' products." **(15)**

7. Why event planners need to assess the success of an event? How would one evaluate it? **(15)**

8. How would you differentiate between a leisure traveller & MICE traveller? What are the needs of business traveller? **(15)**

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