

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

M.Sc.(ATHM) (2015 & Onward) (Sem.-3)
MICE (Meeting, Incentives, Conference and Exhibitions)
Subject Code : PTA-209
Paper ID : [E1368]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students has to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students has to attempt any TWO questions.

SECTION-A

1. Answer briefly :

- a. Convention
- b. Tele-conferencing
- c. Fixed costs
- d. Destination management companies
- e. Forum
- f. Retreats
- g. Boutique hotels
- h. ICT
- i. CVB
- j. SMERF

SECTION-B

2. Describe the main types of meetings setup.
3. What are a workshop and a seminar?
4. Conventions require careful planning. Explain the purpose of an event profile and an event document.
5. Discuss the promotional tools, how they relate to each other, and their relationship to the marketing mix.
6. What are associations and what is their purpose?

SECTION-C

7. Make a master plan with all the steps necessary for holding a meeting or seminar on careers in hospitality management.
8. Explain the following concept in details :
 - a. ICCA.
 - b. Organization charts in an event.
9. What are the conference & convention facilities available in India? Give suitable examples.