

**MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS 2016/2017 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER**

**SCHOOL OF TOURISM AND NATURAL RESOURCE MANAGEMENT**

**BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: BTM 319**

**COURSE TITLE: MEETINGS, INCENTIVES, CONFERENCES AND EXHIBITIONS**

**DATE: TIME:**

**INSTRUCTIONS TO CANDIDATES**

Answer **ALL** questions in section **A** and any other **THREE** in section **B.**

***This paper consists of 2 printed pages. Please turn over***

**SECTION A-25 MARKS**

1. Define the termeventbidding **(2 marks)**
2. Brieflydescribeany five strategiesthatcanbeused to promote MICE events **(5marks)**
3. Briefly explainany five session formats that can be used for a conference program **(5 marks)**
4. Describe the criteria for selecting a site for a MICE event **(5 marks)**
5. Identify the types of room set ups represented by the diagrams below

**(8 marks)**

1. b.



d. e. f.  


g. h.



**SECTION B-45 MARKS**

**QUESTION TWO**

As a county tourism officer, describe the different events that can be used to promote the county as a MICE destination of choice **(15 marks)**

**QUESTION THREE**

Discuss the impact of MICE on a tourism destination **(15 marks)**

**QUESTION FOUR**

a) As an events manager, explain the necessary factors your organization needs to consider when planning and organizing a major Marathon event ‘Beyond Zero’ in Nairobi county. **(7marks)**

b) Analyse the challenges faced by events managers **(8 marks)**

**QUESTION FIVE**

a) Discuss the role of Kenyatta International Convention Centre in promotion and marketing of Conference tourism in Kenya  **(5 marks)**

b) The MICE industry is comprised of an array of stakeholders. Discuss.

**(10 marks)**