



MACHAKOS UNIVERSITY

University Examinations 2021/2022 Academic Year

SCHOOL OF HOSPITALITY AND TOURISM

DEPARTMENT OF HOSPITALITY MANAGEMENT

SECOND YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

HTM 218-2: MICE

DATE: _____

TIME: _____

INSTRUCTIONS: Answer Question **One** (Compulsory) and any other **Two** questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) MICE events are events and activities that involve attendees who share a common interest and gather in a place. Analyze 4 purposes of Event tourism. (4 marks)
- b) The place for the gathering needs to be a venue arrange beforehand. Analyze THREE areas of Events in Hospitality and Tourism Industry. (3 marks)
- c) As an Event Manager in Hospitality and Tourism establishment. Identify and group events into three different categories, based on their form or content. (3 marks)
- d) Evaluate the FIVE benefit the people who attend MICE activities in the industry achieve. (10 marks)
- e) Meetings bring people together in one place for the purposes of sharing information and discussing and solving problems. Describe at least FIVE ways of holding corporate Meetings. (10 marks)

QUESTION TWO (20 MARKS)

- a) Discuss the following terms used in MICE industry. (10 marks)
 - i) Incentive
 - ii) Conventions
 - iii) Exhibitions
 - iv) Risk management
 - v) An evaluation

- b) Map out some important questions that are considered at the initial stage by the attendees of interest and expectations of MICE. (10 marks)

QUESTION THREE (20 MARKS)

- a) Analyze FIVE factors behind Incentive Travel Decisions (10 marks)
- b) Compare and contrast meetings and conventions in MICE activities. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Many cities would like to develop MICE because of the benefits MICE bring to Kenya. Evaluate any FIVE positive impacts MICE can bring to a destination. (10 marks)
- b) Suppliers are the organizations and enterprises which provide services to MICE activities. Mention and analyse the role they play in the industry. (10 marks)

QUESTION FIVE (20 MARKS)

- a) The rapid growth of events in the past decade led to the formation of an identifiable event industry, with its own practitioners, suppliers and professional associations. Describe the key stakeholders (components) of the event industry. (10 marks)
- b) Describe FIVE Roles of Sponsorship Subcommittee in a MICE activity. (10 marks)