



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

SECOND YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF
SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

HTM 218-2: MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS (MICE)

DATE: 15/4/2019

TIME: 8.30-10.30 AM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

1.
 - a) Differentiate between conventions and meetings as used in MICE (2 marks)
 - b) Outline the steps taken by event organizers to ensure crowd safety (4 marks)
 - c) Highlight the importance of contracts in events management (4 marks)
 - d) Highlight the benefits of conducting a post-event evaluation. (4 marks)
 - e) Briefly explain the five strategies that can be adopted to control event risks. (5 marks)
 - f) Highlight factors behind incentive travel decisions. (5 marks)
 - g) Highlight the role of media in the success of MICE events. (6 marks)
2.
 - a) Equity bank intends to hold a team-building event for its employees, design an event programme for this function (10 marks)
 - b) Explain attendees' needs in team-building event and how the event planner can meet and satisfy each (10 marks)
3.
 - a) The MICE industry is among the fastest growing sectors of Kenyan Tourism sector, with examples, discuss five trends that are attributed to this growth (15 marks)

- b) Explain the ways in which technology can be adopted in MICE events (5 marks)
- 4. a) With use of examples, examine the effects of MICE on the environment (10 marks)
- b) Discuss the needs of sponsors as stakeholders of MICE events (10 marks)
- 5. a) Discuss two tools that can used to monitor the success of MICE (10 marks)
- b) Explain some of the common emergencies that can affect the success of MICE events (10 marks)