



# 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**

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## 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)