



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

FOURTH YEAR SPECIAL/SUPPLEMENTARY FOR

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

HTM218-2: MEETING, INCENTIVE, CONVENTIONS AND EXHIBITIONS (MICE)

DATE: 26/7/2019

TIME: 2.00-4.00PM

INSTRUCTIONS

Answer Question One and Any Other Two Questions

1. a) Define the and conventions (4 marks)
b) Highlight the dimensions to consider when selecting event sites. (5 marks)
c) Highlight the benefits of conduction a post-event evaluation. (3 marks)
d) Briefly explain the five strategies that can be adopted to control event risks. (5 marks)
e) Highlight factors behind Incentive Travel Decisions. (4 marks)
f) Briefly explain the application of technology in managing events. (5 marks)
g) Highlight the role of Convention and Visitors Bureau in event management. (4 marks)
2. a. Discuss the historical development of the MICE industry. (12 marks)
b. Discuss the role of the public sector in the development of the MICE industry (8 marks)
3. a. Equity bank intends to hold a team building event for its employees. Create an event budget for this function considering that 100 employees will attend. (12 marks)
b. Explain the factor you will consider when developing the program for this event (8 marks)
4. a. Discuss the functions of TWO categories of MICE professionals. (12 marks)
c. Explain strategies adopted when packaging an event (8 marks)
5. a. Design a vision, mission and 3 objectives of a corporate event planning company. (5 marks)
b. Discuss 5 factors that should be observed when selecting a venue for a corporate function, give an example in each case (15 marks)