



Uva Wellassa University

Faculty of Management

**Degree of Bachelor of Business Management in Hospitality, Tourism and Events
Management**

THIRD YEAR FIRST SEMESTER EXAMINATION – MARCH/APRIL 2013

HTE 341 -2 MICE Marketing



Part C – Essay Questions

Total Marks for Part C is 50

Answer two (02) questions including question number one (01) in Part C

- 01 Develop an incentive for the following market and give your per person rates with justifications to bid for the event.

30 young executives (20 male and 10 female) from a corporate in Colombo are visiting Badulla on a business meeting. On the 20th of April 2013 the meeting at Badulla and 21st Sunday they are willing to go on a day out. Age between 20 and 30 years and the event is totally funded by the welfare society of the corporate. The corporate is one blue-chip and considered to be of high scale clientele.

Prepare your incentive illustrating the following

- b) The Experience and the activity schedule (10 marks)
- c) Marketing procedure and per person rate (05 marks)
- d) Extra precautionary measures for emergency and unplanned situations (05 marks)

02. Event assessment which focuses only on economic impact is too narrow in scope to provide sufficient information to stakeholders (policy makers, government, funding agencies etc).

Discuss the above statement. (30 marks)

03. Discuss a selected event (either real or hypothesized) for Sri Lanka on the following guidelines. (30 marks)

- a) Introduction and objectives of the event.
- b) Benefits to different stakeholders.
- c) Guidelines for marketers of the event.