

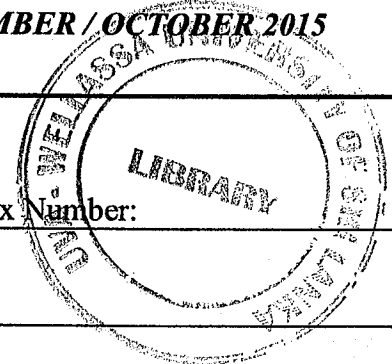
Uva Wellassa University
Faculty of Management
Degree of Bachelor of Business Management in Hospitality Tourism and
Events Management
THIRD YEAR FIRST SEMESTER EXAMINATION – SEPTEMBER / OCTOBER 2015
HTE 341-2 MICE Marketing

Instructions to candidates:

No. of pages : Two (02)
No. of questions : Six (06) Essay
Time allocation : Two (02) Hours
Marks allocated : 100 Marks

Index Number:

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Answer any **four (04)** questions.

- 01.** As a result of the industrialization of the late 19th century increased the need for business travels. However, at the initial stage of the MICE industry, events and services were located in two world regions namely; North America and Western Europe. Later, due to various factors, demand for event industry shifted to Asian region and Asia emerged as a popular MICE destination.

Explain the main reasons for the MICE industry demand shift. (25Marks)

- 02.** The actors and forces that affect a firm's ability to build and maintain successful relationships with customers are referred as marketing environments. This mainly includes two marketing environments called Micro and Macro.

i) Distinguish the Micro and the Macro marketing environments. (10Marks)

ii) Explain the key aims of analyzing marketing environment. (15Marks)

- 03.** "Changing life styles will create new trends and demands for the future events industry".

Do you agree with the statement? Justify. (25Marks)

- 04.** Three E's of event marketing are crucial to the continual success of any special event.

i) Explain the three E's of event marketing. (15Marks)

ii) Briefly explain the key characteristics of special events. (10Marks)

05. Social media marketing is increasingly becoming one of the most important parts of marketing strategy. However, there are advantages, disadvantages and risks associated with social media marketing.

Do you agree with the statement? Justify.

(25Marks)

06. Write short notes on **any of the two topics** given below.

i) Sales promotion techniques

(12.5Marks)

ii) Destination and venue selling hierarchy

(12.5Marks)

iii) Diversity based advertising and marketing

(12.5Marks)

