

Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management (BBM) in Hospitality, Tourism and
Events Management

THIRD YEAR FIRST SEMESTER EXAMINATION – JULY/AUGUST 2016

HTE 341-2 MICE Marketing



Instructions to candidates:

No. of pages : Three (03) Pages
No. of questions : Six (06) - Essay Questions
Time : Two (02) Hours
Marks allocated : Hundred (100) Marks

Index No:

Answer four (04) questions including question number one (01)

01.

- i. **The Nicado Group of Company** is an event planning organization, offering wide ranging services from travel to the incentive tours, meeting planning to the conference management. They are famous as one of the best event management companies in Sri Lanka and planning to held a **Food exhibition** on 25th September 2016. The Nicado Company is willing to get you as an event marketer and you have been asked to market the event for maximum exposure since it is organizing for the first time.

You are required to,

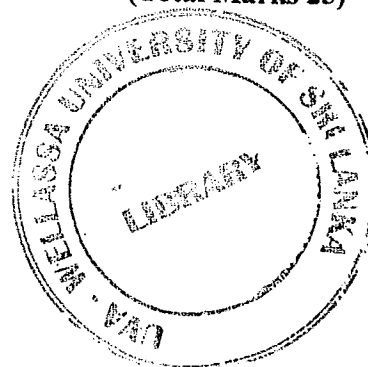
- a. Decide the target market, venue and the time duration.
b. Follow five W's of event marketing to market this event.

(15 Marks)

- ii. Mention the '**Web Resources**' and discuss why it is important in electronic event marketing.

(10 Marks)

(Total Marks 25)



02. "MICE is an industry require moving forward from where it is and needs proper infrastructure and collaboration of other sectors to attract events of large scale to country".

- i. Do you agree with the statement? Justify your answer by getting examples. (15 Marks)
- ii. Describe the factors behind the incentive travel decision. (05 Marks)
- iii. Briefly explain the major types of meeting setups. (05 Marks)

(Total Marks 25)

03. Countries are promoting themselves as MICE venues to attract event organizers. Regardless of the nature of the event, its success will largely depend on promotion.

- i. Mention Destination Management Companies (**DMC**) and discuss the role of DMC in MICE sector. (05 Marks)
- ii. Discuss the MICE promotional challenges and strategies to overcome the challenges. Your answer should consist with practical examples. (20 Marks)

(Total Marks 25)

04. "The MICE industry, after the global economic recovery, is set to move ahead rapidly and it has been recognized as a high value adding business to the country".

- i. Critically discuss the above statement in Sri Lankan context. (20 Marks)
- ii. Briefly explain key considerations of positioning a MICE event. (05 Marks)

(Total Marks 25)

05.

- i. Following is the projected net profit and total marketing budget (marketing assets) of three proposed events.

ROEM = Financial Viability	
Projected Net Profit	Marketing Assets
\$19,250.00	\$275,000.00
\$41,250.00	\$275,000.00
\$55,000.00	\$275,000.00

Calculate the rate of Return On Event Marketing (**ROEM**) of each event and critically evaluate most feasible event.

(05 Marks)

- ii. Differentiate qualitative research with quantitative research of MICE marketing.

(05 Marks)

- iii. Briefly explain the pricing issues that event marketer have to face.

(15 Marks)

(Total Marks 25)

06.

- i. Define 'loss leader' of an event.

(04 Marks)

- ii. Briefly explain major types of funding resources for MICE event.

(06 Marks)

- iii. "The sponsorship is not a donation. It is a business deal where you are agreeing to promote the sponsors' goods and/or services in return for the value of your event to them".

Critically discuss the above statement.

(15 Marks)

(Total Marks 25)

