

Uva Wellassa University
Faculty of Management
Degree of Bachelor of Business Management in Hospitality Tourism and
Events Management
THIRD YEAR FIRST SEMESTER EXAMINATION – JUUNE / JULY 2017
HTE 341 - 2 MICE Marketing



Instructions to candidates:

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

Answer any four (04) Questions.

01. The term "MICE" in the context of travel is an acronym which refers to a specialized niche tourism segment.

I) Briefly explain about MICE tourism. **(10 Marks)**

II) There are various key players with-in the MICE industry.

Explain the duties of three (03) key players involved with MICE tourism industry. **(15 Marks)**

02. Travellers attending MICE activities have a specific purpose beyond leisure tourism.

Explain five (05) different reasons to take a MICE tour. **(25 Marks)**



03. When developing the event marketing budget, there are major financial categories to consider.

I) Briefly explain about three (03) main financial categories. **(07 Marks)**

II) Briefly explain about the three (03) main revenue sources for an event.

(08 Marks)

III) 'Generally the sponsors are looking for a Return On Investment (ROI)'.

Do you agree with this statement? Justify your answer with relevant examples.

(10 Marks)

04. Unlike traditional marketing, Electronic marketing deals with Real-Time.

Discuss four (04) advantages of web marketing in the event industry.

(25 Marks)

05. The MICE segment is one of the fastest growing within the tourism industry, generating millions of revenue for destinations.

Discuss how MICE tourism activities could apply as a source of income to a destination.

(25 Marks)

06. Write short notes for the below topics.

I) Incentives to attract sponsors **(12.5 Marks)**

II) Easy ways to encourage attendees to visit your website **(12.5 Marks)**