

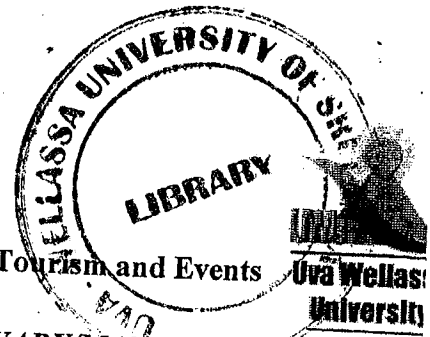
Uva Wellassa University

Faculty of Management

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

THIRD YEAR FIRST SEMESTER EXAMINATION - FEBRUARY/MARCH 2012

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

- a. Briefly explain the various elements that are needed when developing a Concept for an Event (03 marks)
- b. Briefly explain the important points to be taken into consideration when developing the purpose of an event (03 marks)
- c. Write the important factors that have to be considered when deciding on a Venue (03 marks)
- d. Who are the possible stake holders in an event and explain their role in the success in the event (06 marks)
- e. Explain the process of MICE marketing in a Competitive Marketing Environment. (10 marks)

02. Discuss the important points to remember when managing an exhibition (25 marks)

**03. "MICE industry brings in enormous benefits to a country's economic development"
Discuss this statement in a Sustainable Tourism Development Context. (25 marks)**