



THE CO-OPERATIVE UNIVERSITY OF KENYA

END OF SEMESTER EXAMINATION MAY 2022

EXAMINATION FOR THE DEGREE IN TOURISM MANAGEMENT

UNIT CODE: BTM 3208

UNIT TITLE: MICE TOURISM

DATE: MAY 2022

TIME:

INSTRUCTIONS:

- Answer question ONE (compulsory) and any other TWO questions

Question 1

- a) Explain the types of incentive travel programs **(8 Marks)**
- b) Describe the MICE concept in tourism **(10 Marks)**
- c) As an exhibition manager, discuss Six objectives of exhibition in event management **(12 Marks)**

Question 2

- a) Technology is a vital element in event planning and management in the tourism industry, describe five innovative technologies used in MICE Tourism **(10 Marks)**
- b) Highlight important factors to consider in planning for MICE **(10 Marks)**

Question 3

- a) The success of an event is subject to good event management strategies and risk management mechanism, describe five potential risk factors in event management **(10 Marks)**
- b) Describe the five stages and process of event bidding **(10 Marks)**

Question 4

- a) Some companies plans and prepare annual events without engaging event management professionals, describe the importance of engaging event management companies in planning and preparing annual organizational events. **(10 Marks)**
- b) Explain five meeting planners in events management **(10 Marks)**

Question 5

- a) Kenya is considered to be East Africa regional key competitor in MICE tourism, explain factors to consider in enhance MICE tourism development in Kenya **(20 Marks)**