



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

**UNIVERSITY EXAMINATION FOR THE BACHELOR OF INTERNATIONAL
TOURISM MANAGEMENT**

YEAR FOUR, SEMESTER ONE 2021/2022 ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE: BTB 1409

COURSE TITLE: Meetings, Incentives, Conventions and Exhibitions

DATE: 07/12/2022

EXAM SESSION: 15.00-17.00PM

TIME: 2 HOURS

Instructions

- 1. Answer Question One (compulsory) and any other 2 questions**
- 2. Candidates are advised not to write on the question paper**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination**

QUESTION ONE (COMPULSARY)

- i. Define the following terms
 - a. Meetings (2 marks)
 - b. Incentives (2 marks)
 - c. Conventions (2 marks)
 - d. Exhibitions (2 marks)
- ii. MICE industry is one of the fastest growing segments within the tourism industry generating millions in revenues for cities and countries. In relation to this statement, explain four key roles of MICE in socio-economic development in Kenya (8 marks)
- iii. Explain five primary functions of Convention Visitor Bureaus (10 marks)
- iv. Highlight four factors influencing future MICE industry (4marks)

QUESTION TWO

- i. Explain key considerations in planning for the MICE (10 Marks)
- ii. Explain five phases of MICE planning used by event planners (10 marks)

QUESTION THREE

- i. Discuss five key crowd management strategies during mega MICE events. (10 marks)
- ii. Explain five ways of enhancing green conferences in Kenya (10 marks)

QUESTION FOUR

Analyze the roles of any five different stakeholders that offer MICE Tourism (20 marks)

QUESTION FIVE

Discuss the role of Kenya National Convention Bureaus in promotion of MICE tourism in Kenya (20 marks)