

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT  
AND CATERING TECHNOLOGY, NOIDA  
**ACADEMIC YEAR 2013-2014**

COURSE : 6<sup>th</sup> Semester of 3-year B.Sc. in H&HA - **Specialisation**  
SUBJECT : Meetings, Incentives, Conferences & Exhibitions  
TIME ALLOWED : 03 Hours MAX. MARKS: 100

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(Marks allotted to each question are given in brackets)

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Q.1. List the legal aspects faced by M.I.C.E planner for a rock concert. (10)

**OR**

Elaborate the following:

- (a) Keynote speaker
- (b) B.E.O.

(5+5=10)

Q.2. What are the different venues for conducting conventions? Explain the venue selections process.

**OR**

What is the latest audio-visual equipment used for conventions? List and explain **any five**.

(10)

Q.3. What is Incentive travel? How do hotels benefit from it? (10)

Q.4. Explain the importance and details of Request for proposal. (10)

Q.5. Differentiate between the corporate and association buyer.

**OR**

Plan an itinerary for **50 pax** in Europe for 10 days as an Incentive travel.

(10)

Q.6. Write short notes:

- (a) P.C.O.
- (b) D.M.C.

(5+5=10)

Q.7. Draw and list the advantages and disadvantages of **any two** seating styles. (10)

Q.8. Explain the exhibit design principles, elaborating any one. (10)

Q.9. Answer in short (**any two**):  
(a) Multi hotel convention  
(b) Floor plan  
(c) Force majeure (2x5=10)

Q.10. (A) **Give one word answer (number in brackets indicate the letters in the word):**  
(i) Debate where experts (usually scientists) present their point of view (9).  
(ii) Function space with real sunlight (8).  
(iii) Individual display area constructed to show case products (7).  
(iv) An event, usually format, to honour outstanding performance (11).  
(v) Site or destination of meeting, event or show (5).

(B) **Expand the following:**  
(i) A.I.R.D.A  
(ii) H.C.V.B  
(iii) I.C.P.B  
(iv) I.C.C.A  
(v) T.A.A.I (5+5=10)

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