



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

Faculty of Management Sciences

Department of Hospitality and Tourism

Beethoven Street
Private Bag 13388
Windhoek
NAMIBIA

T: +264 61 207 2093
F: +264 61 207 9093
E: dht@nust.na
W: www.nust.na

QUALIFICATION : BACHELOR OF TOURISM INNOVATION AND DEVELOPMENT/BACHELOR OF HOSPITALITY MANAGEMENT	
QUALIFICATION CODE: 07BTID/07BHOM	LEVEL: 7
COURSE CODE: MIO620S	COURSE NAME: Meetings, Incentives, Conferences and Events
SESSION: NOVEMBER 2022	PAPER: THEORY
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY PAPER

EXAMINER: MRS. K. TSHITUKENINA

MODERATOR: MS. A SIEBERT

THIS EXAMINATION PAPER CONSISTS OF 3 PAGES

(INCLUDING THIS FRONT PAGE)

INSTRUCTIONS

1. Answer **all questions**.
2. Read all the questions carefully before answering.
3. Marks for each question are indicated at the end of each question.

Question 1**[15]**

Illustrate your understanding of key MICE principles, use practical examples to define the following terms:

- 1.1. Systematic Planning (3)
- 1.2. Event Greening (3)
- 1.3. Incentive travel (3)
- 1.4. Destination Management Companies (DMC) (3)
- 1.5. 3 E's of Event Marketing (3)

Question 2**(22)**

- 2.1. Discuss the criteria that a client can use when selecting an appropriate venue for a MICE event. (10)
- 2.2. You have been tasked to organise a Conference. By using a practical example briefly, explain the six steps you need to follow? (12)

Question 3**(16)**

- 3.1. Planning is defined as the process by which we design various suitable actions to achieve a set of objectives. Discuss four (4) planning styles that event planners can use. (8)
- 3.2. Discuss the advantages of using a Convention Centre and the disadvantages of using a Hotel as a venue for a MICE Event. (8)

Question 4**(4x2 = 8)**

Matthews (2008) is of the opinion that successful event planners should possess some common characteristics when producing events. Please elaborate on any four of these characteristics which are required for event planners.

Question 5**(13)**

5.1. Explain what is evaluation? (3)

5.2. Discuss five (5) reasons why event planners would evaluate an event.
(10)

Question 6**(15)**

6.1. MICE is an acronym that is used within the Tourism Industry. Define each component of this acronym and provide practical examples. (4x3 = 12)

6.2. List some key Stakeholders the MICE industry (3)

Question 7**(11)**

7.1. Discuss the factors influencing the MICE Industry in line with the following aspects:
(6)

- Economic Downturn
- Technology
- Sustainability and Green Events

7.2. Successful event planning is crucial for the MICE Industry. Identify five (5) decision-making criteria for corporate meetings and incentive travels in selecting a destination.

(5)**TOTAL [100 MARKS]**

Q/17/10/2