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QUALIFICATION: Bachelor of Tourism Management	
QUALIFICATION CODE: 07BOTM	LEVEL: 7
COURSE: Meetings, Incentives, Conferences & Events Management	COURSE CODE: MIO620S
DATE: NOVEMBER 2019	SESSION: PAPER 1
DURATION: 2 Hour	MARKS: 100

FIRST OPPORTUNITY EXAMINATION PAPER

EXAMINER: Ms Uaarukapo Tjitunga

MODERATOR: Alida Siebert

THIS EXAMINATION PAPER CONSISTS OF 3 PAGES

(INCLUDING 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.
4. Please ensure that your writing is legible, neat and presentable

Question 1**[5x3=15]**

Illustrate your understanding of key MICE principles by means of practical examples.

- 1.1. Meetings [3]
- 1.2. Incentives tourism [3]
- 1.3. Conferences [3]
- 1.4. Events [3]
- 1.5. Convention Bureau [3]

Question 2**[2x5=10]**

Differentiate between a "Hallmark and Mega Event" and incorporate practical examples in your answer to illustrate your understanding.

Question 3**[5x3=15]**

"The event manager must be prepared for the unexpected, they must clearly identify the need to develop or refresh new skills". Discuss five of the characteristics of a good event organiser?

Question 4**[5]**

In your own words, explain your understanding of virtual conferencing and give three advantages for organizations to opt for the route of virtual conferencing.

Question 5**[3x5=15]**

An agenda is a brief outline of what will be discussed and in what order. By saying this name and explain the three (3) essential items that form part of most meetings to be included on the agenda.

Question 6**[2x5=10]**

Conference Link and Meetings Africa are all organizations who play a vital role in the MICE industry. Elaborate how the specific organizations and how they contribute to the MICE industry.

Question 7

[7x2+1=15]

Establishing your event's budget is one of the most important parts of planning an event. Define a budget and describe some of the critical expenses you need to include in your budget.

Question 8

[5x3=15]

Discuss five criteria's that planners used when deciding on a venue to utilize for a MICE event.