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QUALIFICATION: Bachelor of Tourism Management	
QUALIFICATION CODE: 07BOTM	LEVEL: 7
COURSE: Meetings, Incentives, Conferences & Events Management	COURSE CODE: MIO620S
DATE: January 2020	SESSION: PAPER 2
DURATION: 2 Hour	MARKS: 100

SECOND 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]**

Compare and contrast the advantages and disadvantages of securing an event venue in urban and rural areas.

Question 2**[5x3=15]**

There are major factors influencing the growth of MICE tourism Industry. Elaborate how the specific factors affect the MICE industry.

Question 3**[6x2=12]**

A meeting is a formal or informal assembly of individuals called to debate a specific issue. Name and explain six purposes of holding meetings at governmental level.

Question 4**[5]**

Customer care is an important element in ensuring that your event is a success. Explain why this is an important element.

Question 5**[5]**

Briefly discuss the advantages of using a convention center as a venue for MICE Event.

Question 6**[3x3+1=10]**

Evaluation is the systematic process of placing value for an event. When would an event manager evaluate an event? Illustrate this answer in the form of a diagram on the 3 stages of when to evaluate.

Question 7**[5x3=15]**

Name and explain five (5) types of conferences that you are familiar with.

Question 8**[5x3=15]**

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

Question 9

[4x2=8]

Discuss four factor that needs to be considered to ensure the event is a success.