



MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

FACULTY OF AGRIBUSINESS AND APPLIED SOCIAL SCIENCES

DEPARTMENT: TOURISM, HOSPITALITY AND LEISURE SCIENCES

MODULE: MEETINGS, INCENTIVES, CONFERENCES AND EVENTS

CODE: THMA 411

SESSIONAL EXAMINATION

APRIL 2024

DURATION: 3 HOURS

EXAMINER: MRS R. MAPOKOTERA

INSTRUCTIONS

1. Answer any **four** questions **only**.
 2. Each question carries 25 marks
 3. Start a new question on a fresh page
 4. Total marks 100
-

QUESTION 1

With reference to specific examples, explain the following categories of events:

- (a) Mega events [7 marks]
- (i) Major events [6 marks]
- (ii) Hallmark events [6 marks]
- (iii) Local events. [6 marks]

QUESTION 2

Examine any five (5) attributes of an event management personnel. [25marks]

QUESTION 3

Describe the evolution of MICE. [25 marks]

QUESTION 4

- (a) Evaluate the importance of conducting an environmental scan prior to an event. [15 marks]
- (b) Explain any five (5) factors that have contributed to the growth of MICE tourism [10 marks]

QUESTION 5

- (a) Discuss any five (5) roles of celebrities in event management citing relevant examples. [15 marks]
- (b) Explain any five (5) points that are evaluated in a post event meeting. [10 marks]

QUESTION 6

- a) Explain the term green tourism as used in MICE. [5 marks]
- b) With illustrative examples, any five (5) important green practices during an exhibition. [20 marks]

END OF EXAMINATION!