



IPRC MUSANZE
Integrated Polytechnic Regional College

P.O.Box 226 Musanze-Rwanda
Tel: +250 785 189 494
Email: info@iprcmusanze.rp.ac.rw
www.iprcmusanze.rp.ac.rw

Hospitality Management Department

Program Award: Advanced Diploma in Hospitality Management

Module Title: MICE

Credits: 3

Class: Year Three

FINAL EXAM

INSTRUCTIONS TO THE CANDIDATE

1. Open document is not allowed
2. After you finish the exam, you may check answer sheet for your performance
3. Time for exam is 2 hours

SECTION ONE: ATTEMPT ALL QUESTIONS

Question One:

Describe different activities under three stages of MICE events management (pre-event, during event, and post event). **/5 Marks**

Question Two:

Marketing is a key for successful of MICE Events, discuss on different marketing tools that can be used to promote MICE Events. **/5 Marks**

Question Three:

A number of strategies might be adopted to minimize risks of MICE Events, discuss on those strategies. /5 Marks

Question Four:

Most of MICE Events need to work with different sponsors to make them financially successful, interpret different MICE sponsorship levels. /5 Marks

Question five:

Explain the following acronyms as they are related to MICE Sector:

- A. UNWTO
- B. WTTC
- C. ICAO
- D. IATA
- E. RBC

SECTION TWO: CHOOSE ONLY ONE QUESTION/30 MARKS

Question Five

As TDM Event Planners, with the formulated theme, you are preparing to host an event to increase awareness of visiting Nyungwe National Park as well as encouraging domestic tourism to our best and unique attractions such as Volcano National Park, Akagera National Park, different lakes and other more.

You are requested to make a plan for this event to host at least 300 participants from different districts of Southern Province. Create your own MICE Company to which you are a CEO and identify the names of committees that will be working with you from planning to implementation of the tasked event. Plan everything needed to make this event successful including budget, proposed sponsors, proposed partners, proposed venue and other more logistics.

Note that the participants will start by visiting the park and after will gather to selected venue to follow guest of honor speech and other speeches as you have organized on your

agenda/program. Again participants will have a buffet after visiting and a cocktail at their departure.

Question Six

Agro tourism is an economic strategy aimed at assisting villagers in establishing alternative sources of income and preserving their cultures. Agro tourism integrates agricultural and touristic activities. The benefits of agro tourism are widely acknowledged by both the urban and rural communities.

From that, as MICE Planner, you are tasked to plan an event aimed to promote agri-tourism in our country by promoting Nyamabe District as Tourism Destination on this kind of tourism. By doing this, you need first to work as a company founder under the name you selected, identify the company's mission, vision, objectives and names of committees you will be working with and mention their responsibilities. There is no exact number of attendees for this event but for better plan, you may estimate the maximum of 500 from different regions of our country. In this event, there is no catering service but attendees will have a bottle of water or juice and will have a tour in different agri-farms in different rounds/groups. The visiting will follow the prepared **“Agenda /Program”** at selected venue, after this all attendees will return to their designated home regions