



**IPRC MUSANZE**  
Integrated Polytechnic Regional College

P.O.Box 226 Musanze-Rwanda  
Tel: +250 785 189 494  
Email: [info@iprcmusanze.rp.ac.rw](mailto:info@iprcmusanze.rp.ac.rw)  
[www.iprcmusanze.rp.ac.rw](http://www.iprcmusanze.rp.ac.rw)

**Hospitality Management Department**

**Program Award: Advanced Diploma in Hospitality Management**

**Module Title: MICE**

**Credits: 3**

**Class: Year Three**

## **ANSWER SHEET (Guideline) for FINAL EXAM**

### **SECTION ONE: ATTEMPT ALL QUESTIONS /20 Marks**

#### **Question One:**

##### **Pre-event activities:**

- ✓ Generate Ideas.
- ✓ Set Goals.
- ✓ Establish Event Date(s) and a Planning Timeline.
- ✓ Develop a Budget.
- ✓ Gather Resources.

##### **During event activities:**

- ✓ Welcoming guests
- ✓ Registration
- ✓ Seating arrangement
- ✓ Venue preparation
- ✓ Catering services

**Post event activities:**

- ✓ Collect feedback
- ✓ Return rented equipment
- ✓ Store reusable signs and other supplies
- ✓ Settle bill payments
- ✓ Prepare financial reports
- ✓ Prepare thank you letters

**Question Two:**

**Promotion Tools to promote MICE Events:**

- ✓ Direct Mail
- ✓ Advertising
- ✓ E-Marketing
- ✓ Publicity
- ✓ Sales Promotion
- ✓ Promotional trips /convention attendance building
- ✓ Others -- Posters, Stickers and Banners

**Question Three:**

**Strategies to minimize MICE risks**

- ✓ Develop security measures (enough number security officers, use of cameras and other devices)
- ✓ Have adequate plan for controlling electrical installation and gas installation
- ✓ Collaboration with national security agencies Monthly review of firefighting equipment
- ✓ Using alarms that can alert guests during any incident
- ✓ Reserve cover areas in the building
- ✓ Display rules/advices on the public areas reminding how people should behave during the incident
- ✓ Train employees about security measures
- ✓ Have first aid members during an event.....

**Question Four:**

- ✓ Platinum sponsors
- ✓ Gold sponsors
- ✓ Silver sponsors
- ✓ Bronze sponsors
- ✓ Official suppliers
- ✓ Institution partners
- ✓ Media partners

**SECTION TWO: CHOOSE ONLY ONE QUESTION/30 MARKS**

**MARKING CHECKLIST**

<b>Question Five</b>		
Is Business name suitable and marketable?	<b>1</b>	<b>0</b>
Supporting committees are reasonable?	<b>2</b>	<b>0</b>
Committees' responsibilities are clear?	<b>4</b>	<b>0</b>
Budget is fit and reasonable?	<b>5</b>	<b>0</b>
Sponsors are highlighted?	<b>2</b>	<b>0</b>
Other partners are clear and logical?	<b>3</b>	<b>0</b>

Is venue fit and located in Nyamagabe district?	1	0
Event theme is well formulated?	1	0
Event Agenda/ Program is well designed?	4	0
Event date is proposed?		0
The list of expected audience is elaborated?	2	0
Speakers and guest of honor are highlighted?	2	0
Other logistics (promotional tools, invitations, audio visual, signage.....) are considered?	3	0
<b>Total for Question Five:</b>		<b>/30</b>
<b>Question Six:</b>		<b>0</b>
The name is marketable?	1	0
Objectives are SMART?	2	0
Is the mission short and concise?	2	0
Does vision include what to achieve in next 5 years or more?	2	0
Are members of executive committee relevant to MICE hierarchical structure?	2	0
Are their responsibilities matching their posts?	4	0
Does the budget include everything needed and relevant for the event?	4	0
Are calculations correct and accurate?	2	0
Agenda/Program well designed?	3	0
List of expected attendees elaborated?	3	0
Speakers and guest of Honor identified?	2	0

Event date is proposed?	<b>1</b>	<b>0</b>
Sponsors are highlighted?		<b>0</b>
Other logistics (promotional tools, invitations, audio visual, signage.....) are considered?	<b>2</b>	<b>0</b>
<b>Total for Question Six:</b>		<b>/30</b>