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[Roll No.]

BTTM-603

**Bachelor of Tourism & Travel
Management (BTTM) VIth Semester
Examination Dec., 2023**

MICE TOURISM

Time : 2 Hours]

[Max. Marks : 35

Note :- This paper is of Thirty five (35) marks divided into two (02) Sections 'A' and 'B'. Attempt the questions contained in these Sections according to the detailed instructions given there in. *Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.*

Section-A

(Long Answer Type Questions) 2×9½=19

Note :- Section 'A' contains Five (05) Long-answer type questions of Nine and Half (9½) marks each. Learners are required to answer any *two* (02) questions only.

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(1)

P.T.O.

1. What is the concept of MICE ? Explain your answer with examples.
2. “Travel incentives are a paid component of a system of rewards, recognition, or even respect”. What does this statement mean to you ? Describe.
3. Discuss the steps taken by Ministry of Tourism for the growth of MICE tourism in India.
4. You have a degree in Event Management. What additional skills do you need to possess to enhance your job prospect ?
5. Write a short note on Uttarakhand and its culture. How does tourism promote the culture of Uttarakhand ?

Section–B

(Short Answer Type Questions) 4×4=16

Note :- Section ‘B’ contains Eight (08) Short-answer type questions of Four (04) marks each. Learners are required to answer any *four* (04) questions only.

1. Why do you think controlling of finance are important for event ?
2. Write a short note on any *two* types of conferences.

3. 'Delhi is an important exhibition center'. Justify the statement.
4. What are the major challenges that MICE industry is going to face in coming future ?
5. Write about the bidding.
6. Explain the process of marketing of event.
7. What are the benefits of trade fairs and travel marts ?
8. Discuss the various duties and responsibilities of an event manager/organizer.
