

A-0278

Total Pages : 4

Roll No. -----

BTTM-603

MICE Tourism

Bachelor of Tourism & Travel Management (BTTM)

6th Semester Examination 2024(Dec.)

Time: 2:00 hrs

Max. Marks: 35

Note : This paper is of Thirty Five (35) marks divided into Two (02) Section A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

P.T.O.

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Section-A (Long-Answer-Type Questions)

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.

[2x9½=19]

- Q.1. Explain the concept of MICE, detailing its components- Meetings, Incentive Tours, Conferences, and Events. Discuss the emergence and evolution of the MICE business globally and in India, highlighting its current trends and challenges.
- Q.2. Describe the process of bidding for MICE events. What are the key factors involved in event scheduling, and how do events contribute to tourism promotion?
- Q.3. Elaborate on the arrangement and facilitation of meetings, focusing on venue selection, timing, equipment, and other logistical arrangements. How does effective facilitation impact the success of MICE events?

- Q.4. Discuss the management of incentive tours, emphasizing their planning, execution, and significance for employee motivation and corporate branding.
- Q.5. Examine the role of marketing in the organization of MICE events. Discuss the tools and processes used for marketing and promotion. Illustrate your answer with case studies of cultural festivals, trade fairs, or international event like Yoga Festival of Rishikesh.

Section-B (Short-Answer-Type Questions)

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.

[4x4=16]

P.T.O.

- Q.1. How has the MICE business emerged globally?
- Q.2. What are the key factors that make a country competitive in the MICE industry?
- Q.3. How do events contribute to MICE tourism promotion?
- Q.4. Name the major stakeholders in the MICE business and their roles.
- Q.5. What are the key considerations in arranging venues for meetings?
- Q.6. What are the steps involved in planning and organizing an event?
- Q.7. What is the significance of the VIRASAAT cultural festival in the MICE sector?
- Q.8. Why are pre- and post-tour arrangements important in MICE?
