

A-0495

Total Pages : 3

Roll No.

BTTM-603

MICE Tourism

Bachelor of Tourism & Travel Management (BTTM)

Examination 2026 (Feb.)

Time: 02:00 hrs

Max. Marks: 35

Note : This paper is of Thirty Five (35) marks divided in to 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.*

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)

P.T.O

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1. Define MICE Tourism. What are the main features to keep in mind before conducting any event?
2. What is the role of MICE in promoting a destination as tourist destination?
3. What are objectives and functions AACVB?
- 4 Describe the role of technology in MICE.
5. What marketing strategies are required for the promotion of an event?

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)

1. Discuss the role of events in promotion of tourism industry?
2. Describe the major problems and challenges faced by MICE industry in India.
3. What is socio-cultural impact of MICE?

4. Throw a light on job opportunities in MICE industry.
5. What is venue? Also discuss its significance.
6. Explain the importance of travel, accommodation and catering arrangements in improving the productivity of meeting.
7. Discuss the efforts made by government to promote MICE tourism in India?
8. Mention the famous destination which are important venues for MICE in India.
