

A-397

Total Pages : 3

Roll No. -----

BTTM-603

MICE Tourism

Bachelor of Tourism & Travel Management (BTTM)

6th Semester, Examination 2024 (June)

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 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 (9.5) marks each. Learners are required to answer any Two (02) questions only.

[2x9.5=19]

P.T.O.

- Q.1. What are different types of meeting? Discuss the goals of meetings and conventions in MICE industry?
- Q.2. Write an essay on "Competitiveness of India in MICE business".
- Q.3. Explain the role of MICE in the promotion of Tourism.
- Q.4. How does conventions contribute towards the economic development of the host destination?
- Q.5. Discuss the various trade fairs organized in Uttarakhand.

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]

- Q.1. What are the current trends of MICE that are taking place around the world?
- Q.2. Write the role of MICE industry in national and international level.
- Q.3. What is bidding process?
- Q.4. Differentiate between Business Tourism and Leisure Tourism.

- Q.5. What is the role of ICCA-International Congress & Convention Association?
- Q.6. Briefly discuss the historical background of MICE business.
- Q.7. Explain the different components usually included in an Event Proposal.
- Q.8. What are the uses of ICT in MICE industry?
