

**A-0668**

Total Pages : 3

Roll No. ....

**BTTM-603**

**Bachelor of Tourism & Travel Management (BTTM)**

**(MICE Tourism)**

Examination, June 2025

Time : 2:00 Hrs.

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 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)**     $2 \times 9\frac{1}{2} = 19$

**Note :-** Section 'A' contains Five (05) Long-answer type questions of Nine and Half ( $9\frac{1}{2}$ ) marks each. Learners are required to answer any *two* (02) questions only.

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P.T.O.

1. Analyze the socio-economic importance of the MICE business in India. Evaluate India's competitiveness in the global MICE market, considering factors such as infrastructure, government support, and tourism potential.
2. Discuss the roles and contributions of major stakeholders in the MICE business, including hotels, airlines, transport companies, and travel agencies. Provide examples to explain how these stakeholders collaborate to ensure the success of MICE events.
3. Analyze the internal and external markets for MICE in India. What strategies should India adopt to enhance its position in the global MICE market ?
4. Explain the process of planning and organizing conferences. What are the critical steps and challenges involved in hosting international conferences in India, including legal formalities ?
5. Evaluate the role of organizations in the development and promotion of MICE events. How do these organizations impact the global MICE landscape ?

## 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. Define MICE and explain its components.
2. What are the different types of meetings under the MICE industry ?
3. Explain the socio-economic importance of the MICE business in India.
4. Name the major stakeholders in the MICE business and their roles.
5. How is catering arranged for meeting participants ? Explain.
6. What legal formalities are necessary for organizing international conferences in India ?
7. Compare the role of Suntec Park in Singapore and New Delhi in promoting MICE tourism.
8. Name one key activity organized by the Trade Fair Authority of India.

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