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## **BTTM-603**

### **MICE Tourism**

Bachelor of Tourism and Travel Management (BTTM)

6th Semester Examination, 2023 (June)

**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 therein. Candidates should limit their answer 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.

(2×9½=19)

1. Describe the meaning, features and types of meeting.

2. Discuss the marketing process in MICE.
3. What are the possibilities and opportunities of India to become a major MICE destination ?
4. What are the different types of events ? Discuss the various stages of planning an event.
5. What is Incentive tour ? Discuss its scope in India.

### **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. (4×4=16)

1. Explain the major aims and objectives of Indian Convention Promotion Bureau (ICPB).
2. Differentiate between conference and meeting.
3. Explain the types of festivals.
4. What are the steps in planning any sports event ?
5. What problems can arise during an event and discuss the strategies to solve them.

6. What is the checklist for executing any event ?
  7. Discuss the significance of MICE for a destination.
  8. Highlight the basic amenities required to organize a conference.
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