

BTS–603/BTTM–603**MICE Tourism**

Bachelor of Tourism and Travel Management
(BTS–12/BTTM–16/17)

Sixth Semester, Examination, 2017

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Learners are required to attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A**(Long Answer Type Questions)**

Note : Section ‘A’ contains four (04) long answer type questions of nine and half ($9\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. What are the various economic and social benefits which are provided by MICE tourism in India ?
2. Define the word incentive tour business and explain the various steps to manage it.
3. Name the major associations and bureaus and explain their major roles streamlining the MICE sector.
4. Enumerate the various tools for marketing and promotion of any cultural event with a special focus on e-marketing.

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 *four* (04) questions only.

1. Discuss the linkages between business and leisure tourism.
2. Enlist the major contributions of MICE sector towards socio-economic changes in India.
3. Explain the various sectoral areas needs to be planned in advance under the MICE segment.
4. Briefly describe the concept of incentive travel and its major contributions for any firm.
5. Mention the role of various players in convention industry and explain the meaning of meeting planars.
6. What is the meaning and purpose of trade shows ?
7. Elaborate the legal process in order to organize a sports event in any Indian city.
8. Enumerate the various fairs and festivals of Uttarakhand and their role towards attracting the corporate clients especially for MICE tourism.

Section-C**(Objective Type Questions)**

Note : Section 'C' contains ten (10) objective type questions of half ($\frac{1}{2}$) mark each. All the questions of this Section are compulsory.

State whether it is True *or* False :

1. Pilgrimage tourism is a part of MICE sector.

- 2 MICE itineraries are different from FITs itineraries.
3. Government is providing subsidies to the MICE companies.
4. No legal formalities needs to be followed to organize any MICE activity.
5. ICPB is an independent body working for international MICE segments.

Fill in the blanks :

6. UIA was founded in the year _____.
 - (a) 1906
 - (b) 1907
 - (c) 1908
 - (d) 1909
7. AACVB was founded in _____.
 - (a) Taiwan
 - (b) Singapore
 - (c) Manila
 - (d) New Delhi
8. The event committee will need a good _____ to guide and steer it.
 - (a) Inspector
 - (b) Manager
 - (c) Coordinator
 - (d) Executive

9. To achieve the event's _____ is supreme.
- (a) objective
 - (b) vision
 - (c) mission
 - (d) purpose
10. To analyze the effectiveness of any event, taking _____ is the best method.
- (a) discussion
 - (b) debate
 - (c) colloquium
 - (d) feedback