

1. What is AACVB ? Discuss the development and role of AACVB in MICE.
2. What are the main tools for marketing and promotion of event ? Why ICCA important for it ?
3. What are the arrangements and facilitation required for Meetings ? Write the major stakeholders of mice business.

**Section B**  
**(Short-Answer-Type Questions)**

Note - Section 'B' contains Six (06) short-answer-type questions of Five (05) marks each. Learners are required to answer any Four (04) questions only.

(4 x 5 = 20)

1. What are the Pre and Post Tour arrangement ?
2. Write the aim and objectives of UIA.
3. What is the Theme Event ?
4. What are the basic infrastructures required for organizing a Tourism Conference ?

5. What are steps of event planning ?
6. Discuss the role of event in tourism promotion.

**BTS-603/BTTM-603**

**MICE Tourism**

**Bachelor of Tourism &**

**Travel Management**

**(BTS-12/BTTM-16/17)**

**Sixth Semester, Examination - 2019**

**Time : 3 Hours**

**Max. Marks : 40**

---

Note - This Paper is of Forty (40) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

**(Section A)**

**(Long-Answer-Type Questions)**

Note - Section 'A' contains Three (03) long-answer-type questions of Ten (10) marks each. Learners are required to answer any Two (02) questions only.

(2 x 10 = 20)