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BTS-603/BTTM-603

MICE Tourism

Bachelor of Tourism and Travel Management

(BTS-12/BTTM-16/17)

6th Semester Examination June 2022

Time: 2 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 Five (05) long-answer-type questions of Ten (10) marks each. Learners are required to answer any two (02) questions only.

[2 x 10 = 20]

Q.1. Discuss the role of MICE in tourism promotion. How ICPB helpful in promotion of MICE Tourism.

P.T.O.

- Q.2. What is socio-economic importance of MICE Business in India? Discuss the contribution of VIRASAT Festival in promotion of tourism industry of Uttrakhand.
- Q.3. What are the basic infrastructures required for organization a travel mart? Discuss the role and responsibility of trade fair authority of India.
- Q.4. What is MICE Tourism? Highlight the important MICE Tourism destinations of India.
- Q.5. Discuss the basic things required to organise a meeting.

Section – B

(Short-answer-type questions)

Note: Section 'B' contains Eight (08) short-answer-type questions of Five (05) marks each. Learners are required to answer any Four (04) questions only.

[4 x 5 = 20]

- Q.1. What is ICCA?
- Q.2. What do you mean by scheduling of an event?

P.T.O.

- Q.3. What are the main stakeholders of MICE?
- Q.4. What is the scope of adventure event in Uttarakhand?
- Q.5. What is ICCA? Why its important for MICE?
- Q.6. Why marketing is important for success of an Event Organizers?
- Q.7. What is incentive tour?
- Q.8. What do you understand by the term theme event?
