

## **BTS–603/BTTM–603**

### **MICE Tourism**

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

**Sixth Semester, Examination, 2018**

**Time : 3 Hours**

**Max. Marks : 40**

**Note :** This paper is of **forty (40)** marks containing **three (03)** Sections A, B, C. 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. Enumerate the stakeholders and their major contribution in managing the MICE tourism in a specific tourist destination.
2. What role does location play in convention business and how would you market and promote a convention that will be organized for pharmaceutical industry ?
3. Explain these organization :
  - (a) UIA
  - (b) AACVB

4. Discuss the relevance of Information technology in convention management keeping in view on-site planning of the event.

### **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. What are the various types of corporate meetings ?
2. Discuss the linkages between MICE sector and tourism.
3. Discuss the role of various committees in convention management and operations.
4. How would you promote incentive tours especially in Northern India ?
5. How would you market a trade fair to various manufacturers for participation within National Capital Region (NCR) ?
6. Explain the following :
  - (a) Organising meetings and workshops
  - (b) Post-Convention tasks
7. Critically examine the travel requirements of corporate sector for MICE tours and how travel agencies can help them ?
8. What do you understand by the term theme events and how it will help in delivering a unique experience ?

**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.

1. Leisure tourism is a .....
  - (a) Product
  - (b) Service
  - (c) Tour operator
  - (d) Tour guide
2. Recreation tourism is a/an .....
  - (a) concept
  - (b) activity
  - (c) adventure
  - (d) time-frame
3. Trade fairs is a part of ..... tourism.
  - (a) heritage
  - (b) adventure
  - (c) MICE
  - (d) golf
4. Convention bureau is an organization to promote ..... tourism.
  - (a) adventure
  - (b) MICE
  - (c) pilgrimage
  - (d) eco

5. Incentive trip is awarded to ..... of the companies after achieved their targets.
- (a) shareholders
  - (b) employees
  - (c) customers
  - (d) retired persons
6. .... and conventions are the major categories under MICE tourism.
- (a) Link-ups
  - (b) PR activities
  - (c) Meetings
  - (d) Product launch events
7. Which place celebrates sonepar fair ?
- (a) Orissa
  - (b) Bengal
  - (c) Bihar
  - (d) Gujarat
8. ICCA was set up in ..... .
- (a) 1961
  - (b) 1963
  - (c) 1965
  - (d) 1967

9. Events are the wonderful opportunity for ..... .
- (a) destination planning
  - (b) destination promotion
  - (c) destination exploration
  - (d) satisfy visitors
10. Venues are important for .....
- (a) leisure
  - (b) recreation
  - (c) adventure
  - (d) product launches

