

BTS-603/BTTM-603

MICE Tourism

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

Sixth Semester Examination, 2019 (July)

Time : 3 Hours]

Max. Marks : 40

Note : This paper is of Forty (40) marks divided into three (03) sections A, B and 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 (9½) marks each. Learners are required to answer any two (2) questions only.

(2×9½=19)

1. What is MICE Tourism? Discuss the role of MICE in tourism promotion.
2. Analyze the MICE market of India in the context of Yoga Festival of Rishikesh.

3. Discuss the role and responsibility of trade fair authority of India.
4. Write the aim and objectives of ICPB.

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. What is incentive tour?
2. What do you mean by scheduling of an event?
3. Elaborate the legal process in order to organize a sports event in Uttarakhand.
4. What are the main considerations of event planning?
5. What is the scope of theme event business?
6. What is ICCA? Why it's important for MICE?
7. Why marketing is important for success of an Event?
8. What are the basic infrastructure required for organizing a travel mart?

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. (10 \times $\frac{1}{2}$ =05)

Write full form of following

1. AACVB
 2. UIA
 3. ICCA
 4. ICPB
 5. IATA
 6. WTO
 7. IRCTC
 8. AI
 9. DEL
 10. INR
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