

Roll No.

BTS–603/BTTM–603

MICE Tourism

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

Sixth Semester, Examination, 2017

Time : 3 Hours

Max. Marks : 30

Note : This paper is of **thirty (30)** marks containing **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 seven and half ($7\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. Discuss the concept of MICE. Discuss the various components.
2. Discuss in detail the role and contribution of ICPB in promoting MICE tourism in India.
3. “Event Management is a booming career for budding professionals.” Comments on the statement.
4. Elaborate on the following :
 - (a) ICCA
 - (b) Safety and security of events

Section-B

(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of two and half ($2\frac{1}{2}$) marks each. Learners are required to answer *four* (04) questions only.

1. Discuss the socio-cultural impacts of holding any events.
2. Who is a meeting planner ? Also, discuss different types of meeting planner.
3. India is becoming a business centre for various international meetings. Discuss the major conference facilities available in India.
4. What are the essential steps involved in planning a successful events.
5. Write a short notes on VIRASAT, Cultural Festival of Uttrakhand.
6. Discuss the various steps involved in managing a sports event.
7. What is the importance of venue in Event Management ?
8. As an event manager what would you do to understand your client's needs ?

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. Informal discussion on a group related topics commonly called as :
(a) Conference

- (b) Colloquium
 - (c) Pannel
 - (d) Forum
2. Which among the following is not duty of meeting planner ?
- (a) Reserve meeting space
 - (b) Arrange food and beverage
 - (c) Arrange transportation
 - (d) Attend conference
3. The secretariat department of ICCA is responsible for :
- (a) Publicity and Public relation
 - (b) Membership
 - (c) Finance
 - (d) All of the above
4. Incentive travel is a
- (a) Educational tour
 - (b) Adventure tour
 - (c) Motivational tour
 - (d) None of these
5. Large exhibitions is known as :
- (a) Symposiums
 - (b) Expositions
 - (c) Workshops
 - (d) None of these

6. The end user of a product is :
 - (a) Retailor
 - (b) Consumer
 - (c) Producer
 - (d) Supplier
7. ICPB was setup in :
 - (a) 1986
 - (b) 1987
 - (c) 1988
 - (d) 1989
8. Long duration incentive travel is called :
 - (a) Dealers trip
 - (b) Sales force trip
 - (c) FIT
 - (d) GIT
9. Coloquium is :
 - (a) A formal meeting
 - (b) Informal meeting
 - (c) Business meeting
 - (d) None of these
10. Hotel room that includes breakfast is :
 - (a) AP
 - (b) CP
 - (c) EP
 - (d) MAP