

QP CODE: 20100413



Reg No :

Name :

BTTM DEGREE (CBCS) EXAMINATION, MARCH 2020

Sixth Semester

Bachelor of Tourism and Travel Management

Choice Based Core Course - TT6CBT01 - MICE TOURISM

2017 Admission Onwards

367DFA31

Time: 3 Hours

Maximum Marks :80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What do you mean by pre-meeting activities?
2. Name any 4 tourism events in India
3. Give any two characteristics of Conference.
4. Write about the social significance of conventions?
5. Impact of conventions on national community?
6. What are the steps involved in conference management at a site?
7. What are the benefits getting from a good convention centre?
8. List out the major duties of convention manager?
9. Who is an event planner?
10. What do you mean by Travel Industry Fairs ?
11. Where is ITB conducted?
12. Write a note on PATA travel mart?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Give a brief account of exhibitions.
14. Distinguish between conference and conventions?





15. Give the characteristics of conventions.
16. Explain conference facilities.
17. What is meant by professional meeting planning?
18. Explain corporate meeting planners.
19. What is CVB? Explain
20. Narrate the functions of WTM.
21. Explain SMTV.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the components of Conference market. Give the advantages of mice tourism.
23. Discuss the social and economic significance of Conferences and conventions.
24. Describe project planning development and its significance in MICE tourism.
25. Give the participation advantages of trade fairs.. Explain any one trade fair.

(2×15=30)

