



21101083

QP CODE: 21101083

Reg No :

Name :

BTTM DEGREE (CBCS) EXAMINATION, APRIL 2021

Sixth Semester

Bachelor of Tourism and Travel Management

Choice Based Core Course - TT6CBT01 - MICE TOURISM

2017 Admission Onwards

ADF92EFF

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is formal meeting and informal meetings?
2. List out the tourism events in the world?
3. List out the components of Conference market.
4. Give the nature of conference market?
5. Write a note on new demographic trends in mice tourism?
6. What are the steps of professional meeting planning?
7. List out the benefits of inter related venues for a convention?
8. What are the steps for organising an event?
9. What are the characteristics of a event or meeting planner?
10. What is a tourism event?
11. Expand FITUR.
12. Expand KTM.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Write a note on conventions.





14. Explain convention venues.
15. What are the characteristics of conferences?
16. Write the economic significance of conventions.
17. How local community is benefited from conducting mice?
18. Write a note on government meeting planners.
19. Explain the structure and funding of CVB's.
20. Trade fairs create lot of employment oppertunities.Give your opinion.
21. Give an account of ITB

(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. Narrate the various stages included in professional meeting planning.Why it is essential?
24. Descibe project planning development and its significance in MICE tourism.
25. Explain PATA travel mart. Give the participation advantages of Kerala tourism in PATA travel mart.

(2×15=30)

