



QP CODE: 22100903

Reg No :

Name :

**BTTM DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,
APRIL 2022**

Sixth Semester

Bachelor of Tourism and Travel Management

Choice Based Core Course - TT6CBT01 - MICE TOURISM

2017 Admission Onwards

D90CEE5F

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What do you mean by pre-meeting activities?
2. What are the features of bussiness tourism?
3. Write a short note on Conference.
4. Write about the economic significance of conventions.
5. Impact of conventions on natonal community.
6. Write a note on new demographic trends in mice tourism.
7. List out any two the basic fecilities required for a exhibition.
8. Who is a Convention Manager?
9. Llist out the types of meeting planners.
10. What do you mean by Travel Indusry Fairs ?
11. Where is ITB conducted?
12. Expand EIBTM.

(10×2=20)





Part B

Answer any **six** questions.

Each question carries **5** marks.

13. Give a brief account of exhibitions.
14. Write the various components of conference market.
15. Give the characteristics of conventions.
16. Discuss the social significance of conventions.
17. What is onsite management? Explain.
18. Give the role of association meeting planners.
19. Discuss the functions of visitor Bureaus.
20. Trade fairs create lot of employment oppertunities. Give your opinion.
21. Explain SMTV.

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Write an essay on mice tourism. What are the facilities required for organizing MICE.
23. Write an essay on professional meeting planning.
24. Descibe project planning development and its significance in MICE tourism.
25. Describe the following trade fairs.
a) WTM b) PATA

(2×15=30)

