



QP CODE: 23105118

Reg No :

Name :

**BTTM DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,
MARCH 2023**

Sixth Semester

Bachelor of Tourism and Travel Management

CHOICE BASED CORE COURSE - TT6CBT01 - MICE TOURISM

2017 Admission Onwards

DC62B74B

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

Each question carries 2 marks.

1. Define Convention.
2. Give any two advantages of organising exhibitions.
3. Write any four international MICE destinations.
4. Write about the economic significance of conventions.
5. Write about the social significance of conventions.
6. Write a note on new demographic trends in mice tourism.
7. List out any two basic facilities required for an exhibition.
8. Who is a Convention Manager?
9. What are the characteristics of an event or meeting planner?
10. Discuss any two benefits of Fairs/ expo/ exhibitions.
11. Expand FITUR.
12. Describe KTM.

(10×2=20)





Part B

*Answer any **six** questions.*

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

13. Distinguish between conference and conventions.
14. Write the various components of conference market.
15. Give the characteristics of conventions.
16. What is meant by professional meeting planning?
17. What is onsite management? Explain.
18. Explain corporate meeting planners.
19. Explain the structure and funding of CVB's.
20. Distinguish between trade fairs and exhibitions.
21. Explain the importance of PATA travel mart.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Discuss the characteristics of conferences and conventions.
23. Describe the impact of MICE tourism.
24. Describe project planning development and its significance in MICE tourism.
25. Describe the following trade fairs. 1.WTM 2. ITB

(2×15=30)

