



QP CODE: 25020341



25020341

Reg No : .....

Name : .....

**BTTM DEGREE (CBCS) REGULAR / REAPPEARANCE / MERCY CHANCE  
EXAMINATIONS, FEBRUARY 2025**

**Sixth Semester**

Bachelor of Tourism and Travel Management

**CHOICE BASED CORE COURSE - TT6CBT01 - MICE TOURISM**

2017 Admission Onwards

E13CD331

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. Write about the post meeting activities.
2. List out the basic infrastructures required for a MICE.
3. Describe Kochi as a MICE destination.
4. Give the nature of conference market.
5. Impact of conventions on local community.
6. What are the steps involved in conference management at a site?
7. List out the benefits of inter related venues for a convention.
8. Who is a Convention Manager?
9. Who is a convention service manager?
10. Discuss any two benefits of Fairs/expo/exhibitions.
11. Give the venue of WTM.
12. Expand KTM.

(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 meant by professional meeting planning?
18. Write a note on government meeting planners.
19. Explain the structure and funding of CVB's.
20. Write a short note on the Trade fair at Pragathi Maithan, Delhi.
21. Explain the importance of PATA travel mart.

(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. Discuss the social and economic significance of Conferences and conventions.
24. Describe project planning development and its significance in MICE tourism.
25. Describe the following trade fairs. a) WTM b) PATA.

(2×15=30)

