



QP CODE: 24000583



Reg No :

Name :

**BTTM DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH
2024**

Sixth Semester

Bachelor of Tourism and Travel Management

CHOICE BASED CORE COURSE - TT6CBT01 - MICE TOURISM

2017 Admission Onwards

5F6E301B

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What do you mean by Exhibitions?
2. What are the components of planning mice tourism?
3. Write about any one of the international venue for MICE.
4. Give the nature of conference market.
5. Impact of conventions on local community.
6. Write a note on new demographic trends in mice tourism.
7. List out any two the basic facilities required for a exhibition.
8. Who is a Convention Manager?
9. What are the characteristics of a event or meeting planner?
10. SMTV fair is conducted in which country?
11. Expand FITUR.
12. Write a note on PATA travel mart.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Write a note on conventions.





14. Write the various components of conference market.
15. Give the characteristics of conventions.
16. Write the economic significance of conventions.
17. Discuss the social significance of conventions.
18. Write a note on government meeting planners.
19. Discuss the functions of visitor Bureaus.
20. Distinguish between trade fairs and exhibitions.
21. Give an account of ITB.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Discuss the characteristics of conferences and conventions.
23. Narrate the various stages included in professional meeting planning. Why it is essential ?
24. Describe project planning development and its significance in MICE tourism.
25. Describe any two trade fairs of Kerala.

(2×15=30)

