MTTM DEGREE (CSS) SPECIAL REAPPEARANCE EXAMINATION, APRIL 2025

Third Semester

MTTM

CORE - TR020302 - MICE AND EVENT MANAGEMENT

2019 ADMISSION ONWARDS

FDE5E940

Time: 3 Hours   Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

*Weight **1** each.*

1. What are meetings?

2. How is business tourism connected with seasonality in tourism?

3. Why is accessability considered an important quality of a succesful MICE destination?

4. Expand ICCA.

5. What is the difference between buyers' exhibition and public exhibition?

6. Define logistics.

7. List out any four types of corporate events.

8. What is a conference?

9. What is the role of emails in conducting events?

10. How is KTM beneficial to Kerala tourism?

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

*Weight **2** each.*

11. Explain the nature of business tourism.

12. Briefly explain the growth of MICE tourism in India.

13. Elucidate the limitations of events.

14. Briefly explain the roles and responsibilities of event managers.

15. Discuss the need for a theme in conducting an event.

16. Write a note on the event budget.

17. Discuss on how video conferencing has changed the face of modern events.

18. Briefly examine the contributions of the event industry to the global economy.

<div align="right">(6×2=12 weightage)</div>

Part C (Essay Type Questions)

*Answer any **two** questions.*

*Weight **5** each.*

19. Analyse the various types of incentive trips and their role in MICE tourism.

20. Illustrate with examples the role of international travel marts in promoting global tourism.

21. Describe the activities that a planner should undertake to deal with before, during and after an event.

22. Discuss the role of events in the growth of tourism in the Indian context.

<div align="right">(2×5=10 weightage)</div>