



QP CODE: 23144747



23144747

Reg No :

Name :

MTTM DEGREE (CSS) EXAMINATION, NOVEMBER 2023

Third Semester

Faculty of Social Sciences

MTTM

CORE - TR020302 - MICE AND EVENT MANAGEMENT

2019 ADMISSION ONWARDS

CEA96367

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

*Weight **1** each.*

1. List out four different types of business tourism.
2. Who is a business traveller?
3. What is the main function of ICPB?
4. Define event.
5. Give any two limitations of events.
6. Define corporate events
7. What is a seminar?
8. What is an event venue?
9. Define Green Events.
10. What is international tourism?

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

*Weight **2** each.*

11. Briefly explain about incentive travel
12. Discuss the economic and social impacts of MICE tourism.





13. Evaluate the importance of trade shows and exhibitions in the event industry.
14. Briefly explain the requirements of selecting a venue.
15. What are the pre requirements for conducting an event?
16. Discuss the importance of event budget .
17. Examine the role of the Internet in the event industry.
18. Examine the economic contributions of shopping festivals to the host country.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

*Weight **5** each.*

19. Prepare a plan with all steps for holding a seminar on careers in hospitality.
20. Explain the process of planning MICE tourism.
21. Discuss the logistics required for conducting events.
22. Examine the relevance of IT in event management.

(2×5=10 weightage)

