



QP CODE: 25047386



Reg No :

Name :

MTTM DEGREE (CSS) EXAMINATION, NOVEMBER 2025

Third Semester

MTTM

Core Course - TR020302 - MICE AND EVENT MANAGEMENT

2019 ADMISSION ONWARDS

E2BBE14E

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. What is an early bird discount?
2. What is a fund-raising event?
3. What is the main function of ICCA?
4. What are the basic classifications of events?
5. Write a brief note on any one travel fair in India.
6. What are the logistics involved in event management?
7. What is a retreat?
8. What is outsourcing in events?
9. What is the application of video conferencing in events?
10. Give the names of any four well-known shopping festivals.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. Discuss on the inter-relationship between demand and supply in business tourism.
12. Describe the features of MICE tourism.
13. What are the criteria required for a successful MICE destination?
14. Point out the features of a professional event manager.
15. Explain briefly about individual events.





16. Examine the importance of designing the layout for events.
17. Briefly explain the relationship between events and the tourism industry.
18. Write a Short note on WTM.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Analyse the various types of risk and the process of risk management in detail.
20. How are events evaluated? What are the benefits of evaluating an event?
21. Elaborate on the different types of conferences in detail.
22. Discuss the strategy of marketing event as a tourism product.

(2×5=10 weightage)

