

## MICE Toursim

### II BTS

1. Expand ICCA.
  - A. International Conference and Convention Association
  - B. International Congress and Convention Association
  - C. International Convention and Congress Association
  - D. None of these
2. When a group of people gathers to discuss about business matters, it is known as -----
  - a. Business meetings
  - b. Conventions
  - c. Conference
  - d. Pannel
3. Which is the World's frist environment Friendly convention centre?
  - a. Melbourne Convention centre
  - b. Arden House
  - c. Jacob Javitz
  - d. Lulu International Conventional centre
4. In which year the first Convention centre was established?
  - a. 1950
  - b. 1951
  - c. 1952
  - d. 1953
5. Which one of the following intermediaries in conference industry, is not an individual or organization?
  - a. Conference bureaus
  - b. Conference organizers
  - c. Travel managers
  - d. Expert systems
6. Which is the world's largest convention hotel?
  - a. Arden House
  - b. Jacob Javitz
  - c. Melbourne Convention centre
  - d. Loews Anatole Hotel
7. Which of the following is the International Association for meeting planners?
  - a. CVB
  - b. WATA
  - c. PCMA
  - d. PATA
8. Which among the following is not a Computerized Reservation System?
  - a. Abacus

- b. Galileo
  - c. Worldspan
  - d. None of these
9. Give the another name of 'Ground Operators'
- a. Travel agents
  - b. Tour operators
  - c. Shuttle operators
  - d. Tour wholesalers
10. Informal discussion on a group related topics commonly called as-----
- a. Conference
  - b. Colloquium
  - c. Pannel
  - d. Forum
11. Expand PCMA
- a. Professional Convention Managers Association
  - b. Professional Conventions & Meetings Association
  - c. Professional Conference Managers Association
  - d. None of these
12. Which among the following is not the duty of meeting planner?
- a. Reserve meeting space
  - b. Arrange food and beverage
  - c. Arrange transportation
  - d. Attend conferences
13. Expand the term 'MICE'
- a. Meetings Incentives Conventions & Exhibitions
  - b. Meetings Inclusive Conventions & Exhibition
  - c. Management of Incentives Conference & Exhibitions
  - d. None of these
14. Which of the following type of tour is offered for the employers in an organization as motivational trip?
- a. Conference travel
  - b. Incentive travel
  - c. Business travel
  - d. Grand tour
15. Which one of the following is not a members of Category 'A' of ICPB.
- a. Travel Agencies
  - b. Department of Tourism
  - c. Hoteliers
  - d. Trade Fair Authority of India
16. What is the maximum number of voting limit of Department of Tourism in ICPB Governing body.
- a. 1

- b. 2
  - c. 3
  - d. 4
17. Which among the following is not a basis for demographic segmentation of conference market?
- a. Age
  - b. Income
  - c. Education
  - d. Location
18. Which of the following organization is a member of the governing body of ICPB
- a. IATA
  - b. PATA
  - c. TAAI
  - d. WTO
19. The secretariat department of ICCA is responsible for -----
- a. Publicity & public relation
  - b. Membership
  - c. Finances
  - d. All the above.
20. In which year ICCA India committee set up?
- a. 1980
  - b. 1981
  - c. 1982
  - d. 1983
21. Conference market is a
- a. Consumer oriented market
  - b. Produces oriented market
  - c. Product oriented market
  - d. None of these.
22. A group of participants led by a trains is known as -----
- a. Colloquium
  - b. Forum
  - c. Workshops
  - d. Conference
23. A meeting of professionals working together under the guidance of a discussion leader is known as -----
- a. Seminar
  - b. Symposium
  - c. Forum
  - d. Pannel

24. The debate and market place for ancient Greeks is known as -----
- Inns
  - Holiday villages
  - Agoras
  - None of these
25. Incentive Travel is a
- Educational Tour
  - Adventure Tour
  - Motivational Tour
  - None of these
26. Large exhibitions is known as
- Symposiums
  - Expositions
  - Workshops
  - None of these
27. Which of the following is an International Association for Medical Meeting Planners?
- PCMA
  - MPI
  - WATA
  - PATA
28. The end user of a product is
- Customer
  - Consumer
  - Producer
  - Supplier
29. Price of a product includes
- Manufacturing Cost
  - Promotional Cost + Profit
  - Development Cost + Profit
  - Manufacturing Cost + Profit
30. The reservation system which is specially designed to meet conference or meeting requirements is
- Abacus
  - Sabre
  - CINET
  - Amadeus
31. The cost of promoting a destination abroad is
- Necessary leakage
  - Import leakage
  - Export leakage
  - None of these

32. ICCA was found in
- a. 1960
  - b. 1961
  - c. 1962
  - d. 1963
33. ICPB was set up in?
- a. 1986
  - b. 1987
  - c. 1988
  - d. 1989
34. The headquarters of ICPB is located in
- a. Delhi
  - b. Mumbai
  - c. Pune
  - d. Chennai
35. Expand ICPB
- a. International Convention & Promotion Bureau
  - b. Indian Convention & Promotion Bureau
  - c. Indian Conference & Promotion Bureau
  - d. International Conference & Promotion Bureau
36. Long duration incentive travel is called
- a. Dealers trip
  - b. Sales force trip
  - c. FIT
  - d. GIT
37. Short duration incentive travel is called
- a. FIT
  - b. Dealers trip
  - c. GIT
  - d. Sales force Trip
38. The Tour Time Table is known as
- a. Itinerary
  - b. Brochure
  - c. Package Tour
  - d. None of these

39. Hotel accommodations that includes breakfast and either lunch or dinner is
- AP
  - MAP
  - EP
  - CP
40. A type of accommodation which only provides basic room amenities is-----
- Resort Hotel
  - Heritage Hotel
  - Casino Hotel
  - Transient Hotel
41. Hotel accommodation with no meals included in the price of room
- AP
  - CP
  - EP
  - MAP
42. Hotel Accommodations with three meals included in price of room
- AP
  - CP
  - EP
  - MAP
43. Expand IACB
- International Association of Conference Bureaus
  - International Association of Convention Bureaus
  - Indian Association of Convention Bureaus
  - None of these
44. A hotel with unique architectural features
- Residential Hotel
  - Casino Hotel
  - Boutique Hotel
  - Heritage Hotel
45. Handling Agency is also known as
- Travel Agency
  - Tour Operator
  - Destination Companies
  - None of these
46. Colloquium is
- A formal meeting
  - Informal meeting
  - Business meeting
  - None of these

47. The another name of Forum is
- Pannel
  - Group discussion
  - Debate
  - None of these
48. Which country hosts more number of conferences, according to the Conference Market Survey, 1995?
- USA
  - China
  - India
  - UK
49. What is the motivational factor for the choice of a conference venue?
- Quality of meeting facilities
  - Availability of good service and standards
  - Reputation of the convention centre
  - Above all

**ANSWERS**

1.B    2.C    3.A    4.A    5.D    6.D    7.C    8.D    9.C    10.B    11.A    12.D    13.A  
 14.B    15.D    16.B    17.D    18.A    19.D    20.B    21.A    22.C    23.A    24.C    25.C    26.B  
 27.A    28.B    29.D    30.C    31.A    32.D    33.C    34.A    35.B    36.B    37.D    38.A    39.B  
 40.D    41.C    42.A    43.B    44.D    45.C    46.B    47.C    48.D    49.D