

2022

**TOURISM AND TRAVEL MANAGEMENT — MAJOR**

**Paper : CC-7**

**[Business Tourism (MICE)]**

**Full Marks : 65 .**

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

1. Answer **any ten** questions :

2×10

- (a) What is meant by Conference?
- (b) Define business tourism.
- (c) Write the full form of MICE.
- (d) State the meaning of event.
- (e) Define TTF.
- (f) Mention the full form of ICPB.
- (g) Define 'agenda'.
- (h) What is an 'exhibition'?
- (i) Mention any two important elements of an event.
- (j) What is understood by 'venue'?
- (k) Define film premiere.
- (l) Mention any two activities at the post-event stage.
- (m) Define 'convention'.
- (n) Mention the steps for preparing a Travel and Tourism Trade Fair.
- (o) State any two tourism events in India.

2. Answer **any three** questions :

5×3

- (a) Why budget is an important element of an event?
- (b) Write a short note on 'virtual event'.
- (c) Discuss briefly the benefits of a tourism fair.
- (d) Explain the essential qualities of an event manager.
- (e) Briefly discuss the role of ICPB for promotion of events in India.

**Please Turn Over**

3. Answer **any three** questions :

10×3

- (a) Describe the steps to be followed for launching an event.
  - (b) Explain the role played by an event manager in completing a tourism meeting successfully.
  - (c) Discuss the significance of business tourism in the Indian context.
  - (d) Elaborate on the different activities at the pre-event stage.
  - (e) How a tourism convention is to be used as an event for promoting business tourism?
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