



98

CB – 384

VI Semester B.Com. (Tourism and Travel Management)  
Examination, August/September 2023  
(Fresh) (CBCS Scheme) (2022 – 23 and Onwards)  
Paper – 6.6 : MICE TOURISM

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answer should be written completely in **English**.

## SECTION – A

1. Answer **any five** of the following. **Each** question carries **two** marks. (5×2=10)

- Define MICE -Tourism.
- What is conference ?
- Mention any two benefits of trade fairs.
- What is Convention Visitor Bureau (CVB) ?
- What are incentive tours ?
- What is video conferencing ?



## SECTION – B

Answer **any three** of the following. **Each** question carries **five** marks. (3×5=15)

- Explain the five C's of Event Management.
- List out the advantages of events.
- Write a note on the various conference room layouts.
- Discuss the benefits of exhibitions.

P.T.O.



SECTION – C

Answer **any three** of the following. **Each** question carries **fifteen** marks. **(3×15=45)**

6. Describe the advantages of events to the organiser, event planner and participants.
  7. Enumerate the roles and functions of ICPB and ICCA.
  8. Elucidate the economic and social significance of MICE.
  9. Discuss the importance of ICT with reference to events business.
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