



NP – 381

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VI Semester B.Com. (TTM) Examination, July/August 2024  
(NEP Scheme)

**TOURISM AND TRAVEL MANAGEMENT**  
**Paper – 6.4 : MICE Tourism**

Time : 2½ Hours

Max. Marks : 60

**Instructions** : 1) Answer **all** Sections.

2) Write in **English** only.

**SECTION – A**

1. Answer **any six** of the following questions. **Each** carries **two** marks. **(6×2=12)**

- a) What are incentive tours ?
- b) What are trade shows ?
- c) Define project planning.
- d) Mention any two economic significance of MICE tourism.
- e) Who is an event planner ?
- f) Mention any two popular trade shows.
- g) Define MICE tourism.
- h) Who is a convention manager ?



**SECTION – B**

Answer **any three** questions. **Each** question carries **four** marks.

**(3×4=12)**

2. Briefly explain the types of trade shows.
3. Write a note on economic significance of MICE tourism.
4. Briefly explain the components of MICE tourism.
5. Describe the contract negotiations in trade shows.
6. Briefly explain the Five 'C's of event management.

P.T.O.



## SECTION - C

Answer **any three** questions. **Each** question carries **twelve** marks. **(3×12=36)**

7. Explain the functions of ICCA and ICT.
8. Elucidate the interrelated venues on project planning and development.
9. Describe CVB factors promoting the MICE tourism.
10. Describe the classification of incentive tours.
11. Describe benefits of MICE tourism.

