



NP – 965

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VI Semester B.Com. (TTM) Examination, June/July 2025
(NEP) (F+R)

TOURISM AND TRAVEL MANAGEMENT
Paper – 6.4 : Mice Tourism

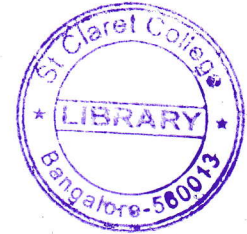
Time : 2½ Hours

Max. Marks : 60

Instruction : Answers to be written in **English** only.

SECTION – A

1. Answer **any six** question out of eight. **Each** question carries **two** marks. **(6×2=12)**
- What is “Carrying out” in event management ?
 - Mention two advantages of events to participants.
 - State any two roles of a professional meeting planner.
 - Who are TA’s and TO’s in the context of event planning ?
 - List two types of event venues.
 - What is the function of ICPB ?
 - Define incentive tour.
 - Name two technologies used in modern meetings.



SECTION – B

- Answer **any three** question out of five. **Each** question carries **four** marks. **(3×4=12)**
- Differentiate between corporate and independent meeting planners.
 - Write a short note on the check-in/check-out procedures for conferences.
 - Describe how conference room layouts affect the event experience.
 - List the principles involved in negotiating contracts with service providers.
 - Explain the key features of ICT that support event management.

SECTION – C

- Answer **any three** of the following. **Each** question carries **twelve** marks. **(3×12=36)**
- Analyze the benefits of organizing events for the economy and the event planner.
 - Explain the components of MICE and their interdependence.
 - Discuss the project planning and development of an event venue.
 - Elaborate on the participant decision-making process for trade shows.
 - Describe the key characteristics and organization of incentive tours.