



## Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)

Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

### Master's Degree Examination – May 2025 II Semester

Class : I P.G.  
Major : Tourism Management

Time: 3 Hours  
Max. Marks: 100

#### 24MTAC07 MICE and Event Management

##### Course Outcomes:

CO1: Acquire knowledge on concepts of events.

CO2: Gain in puts on event organizing and budgeting.

CO3: Understand the practices in MICE and women entrepreneurship.

CO4: Analyze world Trade Fairs

CO5: Analyzing and applying the event Marketing knowledge and evaluating.

#### Part A Choose the Correct Answer

10 x 1 = 10

1. What is the full form of MICE? CO1K1
  - a. Meetings, Incentives, Conferences, Exhibitions
  - b. Management, Incentives, Coordination, Events
  - c. Meetings, Interactions, Conferences, Events
  - d. Meetings, Incentives, Coordination, Exhibitions
2. Which of the following is NOT a principle of event management? CO1K1
  - a. Budgeting
  - b. Communication
  - c. Improvisation
  - d. Planning
3. What are the three stages of media campaigns in event marketing? CO2K2
  - a. Planning, Execution, Review
  - b. Pre-event, Event, Post-event
  - c. Initiation, Development, Completion
  - d. Strategy, Implementation, Escalation
4. The concept of MICE is primarily associated with: CO3K2
  - a. Leisure Tourism
  - b. Business Tourism
  - c. Cultural Tourism
  - d. Adventure Tourism
5. Women event planners often succeed due to their: CO3K3
  - a. Financial Resources
  - b. Emotional Intelligence
  - c. Physical Strength
  - d. Technical Skills
6. Which city hosts the International Tourism Exchange (ITB)? CO4K1
  - a. Bern
  - b. Berlin
  - c. Bucharest
  - d. Barcelona
7. The 5P's of Event Marketing include: CO5K2
  - a. Product, Price, Place, Promotion, People
  - b. Planning, Promotion, Pricing, Production, People
  - c. Product, Planning, Promotion, Profit, People
  - d. Place, People, Promotion, Policy, Price
8. Event evaluation is crucial for: CO5K2
  - a. Increasing profits
  - b. Analyzing success and learning
  - c. Gaining media attention
  - d. Reducing event costs
9. Which of the following is NOT a type of event? CO1K1
  - a. Corporate
  - b. Social
  - c. Private
  - d. Natural
10. The term "Green Events" refers to: CO2K2
  - a. Events focused on agriculture
  - b. Environmentally sustainable events
  - c. High-budget events
  - d. Events with green-coloured themes

**Part B**

**5 x 6 = 30**

**Answer ALL questions**

**Each answer should not exceed 400 words or two pages**

11. a. Explain the economic and social significance of events. CO1K2  
(or)
- 11.b. Outline the principles of event Management. CO1K3
12. a. Describe the functions of an event manager. CO2K3  
(or)
- 12.b. Discuss the classification of event management infrastructure. CO2K4
13. a. Discuss the role of women in event planning. CO3K3  
(or)
- 13.b. Analyze the characteristics of the MICE market. CO3K4
14. a. Evaluate the impact of international trade fairs on local economies. CO4K5  
(or)
- 14.b. Analyze the trends in convention and meeting planning. CO4K5
15. a. Explain the importance of branding in event marketing. CO5K3  
(or)
- 15.b. Discuss the stages of media promotion in events. CO5K4

**Part C**

**5 x 12 = 60**

**Answer ALL questions**

**Each answer should not exceed 800 words or four pages**

16. a. Examine the global challenges faced by event managers. CO1K5  
(or)
- 16.b. Discuss the growth and development of event Management. CO1K5
17. a. Discuss the Do's and Don'ts event budgeting. CO2K4  
(or)
- 17.b. Evaluate the three stages of media campaign. CO2K5
18. a. Explain the ethical considerations in the MICE industry. CO3K5  
(or)
- 18.b. Analyze the role of travel agencies in managing conferences and Trade fares. CO3K6
19. a. Evaluate the trends in international trade fairs and their impact on tourism. CO4K5  
(or)
- 19.b. Write about TTW, FITUR and World Tourism Mart. CO4K5
20. a. Design a marketing strategy for a national-level event. CO5K6  
(or)
- 20.b. Discuss the importance of event evaluation with a case study. CO5K5

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