

**Avinashilingam Institute for Home Science and Higher Education for Women  
Coimbatore - 641 043**

**Bachelor's Degree Examination - November 2017**

**V Semester**

**Class: III UG  
Major :BBA Tourism**

**Time : 3 hours  
Max.Marks: 100**

**15BTOC18 MICE Tourism  
Part-A**

**10x1=10**

**Choose the correct answer**

1. \_\_\_\_\_ represents an important element of the tourism industry  
a. Convention                      b. meeting      c. convention and meeting      d. None
2. An acronym used to describe MICE is  
a. CEMI                              b. SEMI                              c. TEMI                              d. BEMI
3. One of the top convention destination is  
a. Geneva                              b. London                              c. Rome                              d. Paris
4. ICCA refers to \_\_\_\_\_  
a. International Congress and Convention Association  
b. International Conference and Convention Association  
c. Indian Congress and Convention Association  
d. International Congress and Convention Agency
5. A gathering of 10 or more participants for a period of minimum four hours in a contracted venue is \_\_\_\_  
a. Conference      b. Convention                      c. Seminar                      d. Meeting
6. \_\_\_\_\_ is a pleasure travel financed for business reason.  
a. Business Travel                      b. Incentives                      c. MICE                              d. FIT
7. \_\_\_\_\_ is a system of transmitting audio and video between individuals at two or more locations.  
a. Conferencing                              b. audio conferencing  
c. Video Conferencing                      d. network
8. \_\_\_\_\_ is an online video conferencing service.  
a. Zoom                              b. Boom                              c. Drop box                              d. Drive
9. A \_\_\_\_\_ is an event designed to bring together the purveyors of products, equipment and services in an environment.  
a. Conference                      b. Convention                      c. Seminar                      d. Exposition
10. \_\_\_\_\_ is a large public exhibition.  
a. Workshop                      b. Exposition                      c. Seminar                      d. Convention

**Part- B 5X6=30**

**Answer the following**

**Answer should not exceed 400 words or two pages**

- 11.a. Write short notes on Meeting.  
(Or)
- 11.b. Explain the meeting technology.
- 12.a. Briefly describe about Conference.  
(Or)
- 12.b. Explain about the conference venues.
- 13.a. Give an account on the purpose of trade fairs.  
(Or)
- 13.b. Explain any two Travel Industry Fair.
- 14.a. Give an account on the importance of Transport while organizing conference.  
(Or)
- 14.b. Explain about Conference Centers.
- 15.a. Give a note on the sponsorship benefits for the events.  
(Or)
- 15.b. Write short notes on Exposition.

**Part C**

**5x12=60**

**Answer the following**

**Answer should not exceed 800 words or four pages**

- 16.a. Analyze the history of meetings.  
(Or)
- 16.b. Highlight the responsibilities of Meeting Planners.
- 17.a. Write an essay on the components of the conference market.  
(Or)
- 17.b. Examine the characteristics of conference and convention.
- 18.a. Describe the economic impact of Trade Fairs and Exhibitions.  
(Or)
18. b. Point out the benefits of Trade Fairs.
- 19.a. Examine the importance of planning for MICE.  
(Or)
- 19.b. Discuss the general considerations for planning MICE.
- 20.a. Explain the importance of Sponsors for conventions.  
(Or)
- 20.b. Write an essay on Marketing Research.

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