

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

**M.Sc.(ATHM) (2016 & Onward) (Sem.-3)**  
**MICE (Meeting, Incentives, Conference and Exhibitions)**  
**Subject Code : PTA-209**  
**M.Code : 70810**

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students has to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students has to attempt any **TWO** questions.

**SECTION-A**

1. **Write briefly :**
  - a. Expand HRACC.
  - b. What is MICE tourism?
  - c. What is cash flow?
  - d. Define teleconferencing.
  - e. What is business centre?
  - f. What is the role of corporate meeting planner?
  - g. What is ICIB?
  - h. What is role of hospitality industry in MICE?
  - i. What is medical tourism?
  - j. Define convention.

## SECTION-B

2. Write down a case study on Taj Mahotsava event.
3. What are the key factors for best event management?
4. Define conference and the component of conference market.
5. What are the benefits of holding convention?
6. Write down the history and function of ICCA.

## SECTION-C

7. Write down the roles and functions of ICIB.
8. Why hospitality industry play backbone for conference, convention, exhibition or trade shows?
9. Write in detail about the concept of MICE and merits and de merits of convention on local and national communities.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**