



UTTARAKHAND OPEN UNIVERSITY HALDWANI (NAINITAL)

BTS SIXTH SEMESTER ASSIGNMENT

Programme Name: Bachelor of Tourism Studies

Course Name: MICE Tourism

Session: 2014-15 (summer)

Last Date of Submission: 15 June 2015

Programme Code: BTS12

Course Code: BTS603

Maximum Marks: 20

Section 'A' contains 08 short answer type questions of 2.5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

1. Write the two challenges for MICE.
2. What is the bidding?
3. What do you mean by public-private partnership?
4. What is Incentive Travel? Why is it better than other forms of incentives?
5. What do you mean by event management?
6. Give the importance of yoga and its impact on Indian tourism.
7. What are the major aims and objectives of India Convention Promotion Bureau in India (ICPB)?
8. What are the various tools of marketing and promotion?

Section 'B' contains 04 long answer-type questions of 05 marks each. Learners are required to answers 02 questions only.

1. Define MICE. Also explain the main factor of MICE.
2. What are the general purposes of meetings? What considerations shall be given to the meeting goals before fixing a meeting?
3. Discuss facilities for MICE in India. Also discuss the impact of Technology on the MICE market.
4. What are the various problems may be arise during organizing an event and suggest some strategies to solve them?