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# UTTARAKHAND OPEN UNIVERSITY HALDWANI (NAINITAL)

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## BTS-12 Sixth Semester Assignment

Programme Code: BTS 12

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**Last Date of Submission:** 31 May 2017      **Session:** 2016-17 (summer)  
**Course Title:** MICE Tourism      **Code:** BTS-603  
**Year:** 2016-17      **Maximum Marks:** 20

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

**Briefly discuss the following:**

1. What do you understand by Incentives tours?
2. What do you mean by Public-Private Partnership (PPP)?
3. Define Mice Tourism.
4. What are the important functions performed by MICE department of a Travel Agency?
5. International Trade Fair, Delhi
6. Importance of yoga and its impact on Indian tourism.
7. India Trade Promotion Organization (ITPO)
8. Significance of MICE department in promoting commerce in India.

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

1. Write an essay on history of MICE Tourism in India.
2. Write a detailed note on Socio-Economic importance of MICE-Business in India.
3. Discuss in detail about the major types Events.
4. Discuss the role of Mega events in promotion of Tourism business in India.