



Uttarakhand Open University

उत्तराखण्ड मुक्त विश्वविद्यालय

BTS SIXTH SEMESTER ASSIGNMENT

Programme Code: BTS 12

Last Date of Submission: 31 May 2016

Course Title: MICE Tourism

Code: BTS 603

Year: 2015-16 (summer)

Maximum Marks: 20

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. Define MICE Tourism.
2. What do you mean by Incentive Tours?
3. Discuss the significance of MICE business in India.
4. Throw a light on the contribution of Airlines in promotion of MICE Business in India.
5. Discuss the basic infrastructural facilities required to conduct any meeting.
6. Write a short note on yoga festival of Rishikesh.
7. What are some common needs of business travellers and leisure tourists?
8. Discuss the characteristics of MICE Tourism in India.

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

1. How does the needs of business travellers differ from leisure tourists?
2. Discuss the potential of India as a MICE destination.
3. What are the steps involved in site selection for organising an event?
4. Discuss the operations involved in managing an international convention.