

W-2926

B.T.M. (Sixth Semester) Examination, June-2020 **MEETING INCENTIVES AND CONFERENCE MANAGEMENT**

Paper - 601

Time : Three Hours

Maximum Marks : 40

Minimum Pass Marks : 16

Note : Attempt **all** questions.

Unit-I

- Q.1. Define business tourism. Discuss the different categories of business travel in detail. 8

Unit-II

- Q.2. Discuss the various facilities required to conduct a business conference. Also describe the procedure of organising a conference. 8

Unit-III

- Q.3. What do you mean by event planning? What are the steps to be taken for perfect event planning? 8

Unit-IV

- Q.4. Enlist and discuss the modern scientific and technological changes in conference business in India. 8

Unit-V

- Q.5. Highlight the social and economic impact of convention on local and national communities. 8

