

Roll No. ....

**Y – 2815**

**B.T.M. (Sixth Semester) EXAMINATION, May/June-2021**

Paper – 601

**MEETING INCENTIVES & CONFERENCE MANAGEMENT**

*Time : Three Hours*

*Maximum Marks : 40*

*Minimum Pass Marks : 16*

**Note**—Attempt *all* questions.

**Unit-I**

1. Write the evolution of MICE ? Explain each of them with suitable examples.

8

**Unit-II**

2. Write major attributes of Conference Market. How market affects demand for conference facilities ?

8

**Unit-III**

3. How would you use event as a promotional tool for a tourism destination ?

8

**Unit-IV**

4. Write the role of Science and Technology in NICE industry.

8

**Unit-V**

5. Write brief note on ICPB and ICCA. (Role, function, Members, aims and objective.)

8

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