

School of Hospitality

**Bachelor of Business Administration in Tourism and Travel
Semester End Examination - Jun 2024**

**Duration : 180 Minutes
Max Marks : 100**

Sem IV - I1UA406T - Mice Tourism

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Why is MICE tourism important for destinations? K1(2)
- 2) How do trade shows contribute to business development in MICE tourism? K2(4)
- 3) What role does Pacific Asia Travel Association (PATA) Travel Mart play in the Asia-Pacific tourism industry? K2(6)
- 4) Discuss the concept of lead generation and follow-up strategies for exhibitors at exhibitions or trade shows. K3(9)
- 5) Discuss the concept of virtual meetings and their growing significance in today's digital workplace. K3(9)
- 6) Explain the significance of speaker selection in the success of a conference. K5(10)
- 7) Discuss the role of follow-up actions and accountability in ensuring that meeting outcomes are implemented effectively. K4(12)
- 8) Explore the arrangements involved in organizing and executing incentive holiday packages, including logistics, accommodations, and activities. K5(15)
- 9) Explore the concept of strategic planning meetings and their role in setting organizational goals, defining priorities, and aligning strategies. K5(15)
- 10) Examine the future trends and innovations in meetings technology, such as artificial intelligence (AI), machine learning (ML), and advanced collaboration tools, and their potential impact on meeting processes and outcomes. K6(18)