

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.-5)
BUSINESS TOURISM
Subject Code : BTTM-507-18
M.Code : 78214
Date of Examination : 23-12-2022

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION-A

1. Write briefly :

- a) What is meant by business tourism?
- b) What are conferences?
- c) What is role of infrastructure in business tourism?
- d) Define MICE.
- e) What is macro environment?
- f) What are impacts of business travel and tourism?
- g) What is meant by outbound tourism?
- h) Differentiate between micro and macro environment.
- i) Give examples of good practice in business tourism.
- j) What is the role of destinations in business travel and tourism?

SECTION-B

2. Discuss the demand and supply side of business travel and tourism with suitable examples.
3. Describe the historical development of business travel and tourism.
4. Discuss the steps in organization of business tourism events.
5. Pen down the latest statistics of business tourism in India.
6. Discuss the role of physical infrastructure and human resource in business travel and tourism.

SECTION -C

7. Discuss the macro environment of business travel and tourism with suitable examples.
8. Discuss the government initiatives in support of business tourism.
9. Discuss the role of outbound in business tourism in India and MICE facilities in Chennai, Kochi, Bangalore and Chennai.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.