

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 18

BTTM (Sem.-5)
BUSINESS TOURISM
Subject Code : BTTM507-18
M.Code : 78214

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

Write briefly :

- 1) Define business tourism.
- 2) What is the macro environment for business tourism?
- 3) How infrastructure is an important aspect of business tourism?
- 4) What are the various features of business tourism marketing?
- 5) What are incentive tours?
- 6) Explain MICE in brief.
- 7) Enlist various facilities required for MICE tourism.
- 8) Prepare a flow chart of process of business tourism.
- 9) Enlist major bodies / associations in India, which are responsible for growth of business tourism in India.
- 10) What is the difference between B2B and B2C events?

SECTION-B

- 11) Write a note on impact of business travel and tourism.
- 12) What are key issues associated with marketing of business tourism?
- 13) What are business tourism events? Quote examples.
- 14) With the help of statistics, highlight the growth of business tourism worldwide.
- 15) Highlight various government initiatives in support of business tourism.

SECTION-C

- 16) Present a detail of historical development of business travel at global level.
- 17) Write descriptive note on the challenges in the management of business travel and tourism.
- 18) Present a SWOT analysis of India as business tourism destination.

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.