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8. Write notes on the following: (9 X 2)

(a) Room Division in Hotels.

(b) Exhibitions as Business Events.

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3430 J

Unique Paper Code : 6132403603 (UGCF)

Name of the Paper : Business Tourism and
Hospitality (DSC)

Name of the Course : **B.A. (V.S) Tourism
Management**

Semester : VI

Duration : 3 Hours Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Part of the questions to be attempted together.
3. Attempt any 5 questions.
4. All questions carry equal marks.

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1. Trace the evolution of the India Convention Promotion Bureau (ICPB). Discuss its organizational structure, objectives, strategies, and effectiveness in promoting India as a MICE destination. (9+9)
2. Evaluate the current challenges facing the MICE industry in India, such as infrastructure limitations, global competition, and skilled manpower. Suggest strategies to overcome these challenges. (9+9)
3. Discuss how hospitality services contribute to the development of tourism. Examine their role in destination branding, tourist satisfaction, and repeat visitation. (9+9)

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4. Describe the growth and evolution of major hotel chains in India. Analyze how these chains have contributed to the country's tourism and hospitality sector. (9+9)
5. Explain the concept of business tourism. Describe the major components of the business tourism market. (8+10)
6. Explain the key factors to be considered while selecting a venue for MICE events.
7. Discuss in detail the multiple roles of a travel agency in organizing conferences and conventions.

P.T.O.