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Total Pages : 3   **Roll No. -------------**

BHM-701BT

Application of Computers in Hospitality & Tourism
Bachelor of Hotel Management (BHM)
7th Semester Examination 2023-24

Time: 2:00 Hours   Max. Marks: 35

Note : This paper is of Thirty Five (35) marks divided into (02) Section A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answers to the to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

Section-A

(Long Answer Type Questions)

Note : Section 'A' contain Five (05) long-answer-type question of Nine and Half (9½) marks each. Learners are required to answer any two (02) questions only.

[2x9½=19]

P.T.O.

Q.1. Discuss the evolution of technology and tourism and hospitality industry. Also, explain the impact of technology on customer experience and industry trends.

Q.2. Discuss the role of email communication in hospitality industry's guest-centric approach. Also, explain its significance in guest engagement and operational efficiency.

Q.3. Explain the importance of websites as a gateway to hospitality services. Also, discuss their impact on marketing strategies.

Q.4. Explain the role of social media in the tourism sector. Also, discuss the significance of social media in destination promotion and brand building.

Q.5. Write an essay on "The challenges and opportunities presented by the integration of computers in tourism industry".

Section-B

(Short Answer Type Questions)

Note : Section 'B' contain Eight (08) short-answer-type question of four (04) marks each. Learners are required to answer any four (04) questions only.

[4x4=16]

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Q.1. What is an assembled computer?

Q.2. What are the different computer generations?

Q.3. Draw a labelled block computer diagram.

Q.4. What are the various benefits of social media applications in tourism and hospitality industry?

Q.5. What is search engines optimization for the Hospitality industry?

Q.6. Differentiate between MS Office and Google Docs Editors.

Q.7. What are the various computer software used in the hospitality industry? Explain the use of the software.

Q.8. What are the various mobile applications used in the hospitality industry? Explain the use of the applications.

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