BTTM–303

Bachelor of Tourism & Travel Management (BTTM) IIIrd Semester Examination Dec., 2023

COMPUTER APPLICATIONS IN TOURISM

Time : 2 Hours]   [**Max. Marks :** 35

Note **:–** This paper is of Thirty five (35) marks divided into two (02) Sections 'A' and 'B'. Attempt the questions contained in these Sections according to the detailed instructions given there in. ***Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.***

Section–A

(Long Answer Type Questions)   2×9½=19

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

1. What are the main advantages and disadvantages of using computer technology in tourism ? Explain your answer with suitable example.

2. What is use of digital marketing in tourism ? Explain your answer with suitable example.

3. What are the security threats and challenges related to usage of internet in tourism business? How to handle these threats ? Explain your answer with suitable example.

4. What is GDS and its usage for tourism industry ? Explain your answer with suitable example.

5. What is search engine optimization ? Explain with the help of example.

Section–B

(Short Answer Type Questions)   4×4=16

Note :– Section 'B' contains Eight (08) Short-answer type questions of Four (04) marks each. Learners are required to answer any *four* (04) questions only.

1. What is LAN and WAN ?

2. What is the use of MICROS-FIDELIO ?

3. Write a note on computer generation.

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4. What is E-Marketing ?

5. What is B2B and B2C ?

6. What is the usage of computer technology in airline business ?

7. What is the importance and usage of Microsoft outlook ?

8. What is search engine marketing (SEM) ?

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