

**A-0267**

**Total Pages : 4**

**Roll No. -----**

## **BTTM-303**

### **Computer Applications in Tourism**

**Bachelor of Tourism & Travel Management (BTTM)**

**3<sup>rd</sup> Semester Examination 2024 (Dec.)**

**Time: 2:00 hrs**

**Max. Marks: 35**

**Note : This paper is of thirty five (35) marks divided into Two (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 questions on the given answer sheet. No additional (B) answer sheet will be issued.**

**P.T.O.**

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## **Section-A**

### **(Long-Answer-Type Questions)**

**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.**

**(2x9½=19 )**

- Q.1. What is the importance of ensuring the safety and security in E-business? Explain with the help of example.
- Q.2. Discuss the role of AI in tourism business today? Explain with the help of example.
- Q.3. Explain the importance of MICROS software in Hospitality Industry.
- Q.4. What are various challenges faced by traditional travel house with arrival of online travel business? Explain with the help of example.

- Q.5. Discuss in detail the importance of Global Distribution system for travel and aviation Industry.

### **Section-B**

#### **(Short-Answer-Type Questions)**

**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.**

**[4x4=16]**

- Q.1. What is E-Tourism Marketing?
- Q.2. What is importance of Encryption and Firewall for the tourism business?
- Q.3. What do you understand by Arm Chair Tourism?

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- Q.4. What do you understand by SABRE and  
WORLDSPAN?
- Q.5. Write a detailed note on SEO (Search Engine  
Optimization).
- Q.6. What are OTAs (Online Travel Agencies)? Give  
example also .
- Q.7. Differentiate between MS-Word and MS-Excel. Write  
any two uses of each.
- Q.8. Differentiate between computer hardware and computer  
software.

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