

A-1113

Total Pages : 3

Roll No. -----

BHM-701BT

Application of Computers in Hospitality & Tourism

Bachelor of Hotel Management (BHM)

7THSemesterExamination-2024 (June)

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.

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]

1. How have the advancements in computer technology transformed the operational efficiency and guest experience in hotels? Justify your answer with the applications such as property management systems (PMS) or customer relationship management (CRM).
2. Discuss the critical role of utility software in modern computing environments.
3. Analyze the concepts of web pages and websites in the context of modern web development.
4. Discuss the strategies and technologies used in hospitality promotion to enhance brand visibility.
5. Explain the role of Artificial Intelligence in modern marketing strategies.

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]

1. Draw a block diagram of computer and LAN setup in a 5 Star Hotel.
2. Discuss different hardware elements of a computer.
3. What are the Merits/Demerits of social media?
4. What are the advantages of using computers in a hotel?
5. Write a short note on:
 - a. Worldwide Web
 - b. Search Engines
6. What is use of social media applications in hotel industry?
7. Explain the concept of Internet Profile.
8. What is the use of MS-Excel?
