

A-386

Total Pages : 3

Roll No. -----

BTTM-303

Computer Applications in Tourism

Bachelor of Tourism & Travel Management (BTTM)

3rd Semester, Examination 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 given therein. 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)

Note : Section 'A' contains Five (05) long-answer-type questions of Nine and Half (9.5) marks each. Learners are required to answer any Two (02) questions only.

[2x9.5=19]

P.T.O.

- Q.1. What are the main usages of computer technology in tourism? Explain your answer with suitable example.
- Q.2. What is the use of technology in tourism? Explain your answer with suitable example.
- Q.3. What is the role of social media in tourism business? How to handle these threats? Explain your answer with suitable example.
- Q.4. What is the usage of search engine marketing in tourism business? Explain your answer with suitable example.
- Q.5. What is E-Marketing? Explain with the help of example.

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 are GDS and its usage?
- Q.2. What is the use of Microsoft Powerpoint and Excel?
- Q.3. Write a note on security threats related to usage of internet.
- Q.4. What is 2nd Generation of Computers?
- Q.5. What is B2C? Explain with suitable examples.

- Q.6. What is the usage of computer technology in transport business?
- Q.7. What is search engine optimization?
- Q.8. What is web 2.0? Explain in detail.
