

A-0659

Total Pages : 3

Roll No.

BTTM-303

Bachelor of Tourism & Travel Management (BTTM)

(Computer Applications in Tourism)

Examination, June 2025

Time : 2:00 Hrs.

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 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) $2 \times 9\frac{1}{2} = 19$

Note :- Section 'A' contains Five (05) Long-answer type questions of Nine and Half ($9\frac{1}{2}$) marks each. Learners are required to answer any *two* (02) questions only.

1. What is the importance of technology in tourism industry ? How technological advancements are changing the tourist demands explain with the help of example.
2. What do you understand by SEO (Search engine Optimization) and its importance for tourism business ?
3. Explain the importance of CRS in tourism Industry.
4. What is the role of e-marketing in tourism ? Explain with the help of example.
5. Discuss in detail the challenges faced by Online Travel Business today 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 the importance of FIDELIO software for hospitality business ?
2. What are the various advantages of E-Commerce for the customers ?

3. What is the importance of Automation in travel agency business ?
4. What are various DOS Commands ? Write any *five* common commands.
5. Write a detailed note on the evolution of computer generation.
6. What is the use of CRS in aviation industry ?
7. Differentiate between LAN and WAN with example.
8. Differentiate between B2C and C2C business.
