

QP CODE: 22100014



Reg No :

Name :

BTTM DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,

JANUARY 2022

Fifth Semester

BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

CORE COURSE - TT5CRT20 - E-TOURISM

2017 Admission Onwards

A60E6DE7

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What are the importance of cyber security?
2. Define Cyber Law.
3. What are the safety precautions when using a computer?
4. Define Cellular Network.
5. What are the benefits of a debit card?
6. What is CCTV?
7. What is access control?
8. Expand SEM.
9. What is SMO in digital marketing?
10. What is an example of owned media?
11. Name any four major Airline CRS Systems.
12. What is online ticketing system?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Write short notes about wireless technology.
14. Write the importance of digital convergence.
15. What is cyber addiction?
16. Explain the use of online check in.
17. Explain about examples of biometric systems.
18. Differentiate between desktop and Laptops.
19. Explain about Mobile Phones.
20. Explain GDS in detail.
21. Explain the advantages of disintermediation.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain about digital convergence, cyber crime, cyber ethics in detail.
23. Explain internet marketing. What are the advantages and disadvantages of internet Marketing?
24. Explain in detail about SEO ,SEM and SMOin marketing.
25. Explain about online ticketing system and travel portal in detail.

(2×15=30)

