



QP CODE: 24028366



24028366

Reg No :

Name :

**BTTM DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, OCTOBER
2024**

Fifth Semester

BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

CORE COURSE - TT5CRT20 - E-TOURISM

2017 Admission Onwards

76FE6D36

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

Each question carries 2 marks.

1. Define the term digital convergence.
2. What are Internet privacy risks?
3. What does Digital Addiction mean?
4. Define Mobile Phones.
5. What is internet marketing?
6. What is computer booking system?
7. What is the meaning of ePassport?
8. What is the SEO in marketing?
9. Expand SMO.
10. Define online reputation management.
11. What is Galileo GDS?
12. What is eticketing?

(10×2=20)

Part B

*Answer any **six** questions.*

Each question carries 5 marks.

13. Explain about different wireless devices.





14. What are the various types of cyber security threats?
15. How can we reduce negative effects of computer on human health? Explain.
16. Explain about Net Banking.
17. Explain why digital security is important in tourism.
18. Explain about Search engine marketing.
19. Is mobile phone good or bad? Justify.
20. Differentiate between CRS and GDS.
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 about digital security and access control in detail.
24. What is a Computing platform? Explain different computing platforms in detail.
25. Explain about online ticketing system and travel portal in detail.

(2×15=30)

