

QP CODE: 19102413



Reg No :

Name :

BTTM DEGREE (CBCS) EXAMINATION, OCTOBER 2019

Fifth Semester

Bachelor of Tourism and Travel Management

Core Course - TT5CRT20 - E-TOURISM

2017 Admission Onwards

4FF2BFAB

Maximum Marks: 80

Time: 3 Hours

Part A

Answer any ten questions.

Each question carries 2 marks.

1. What is Internet Hacking?
2. What does Internet Privacy mean?
3. Are computers dangerous to your health?
4. Define Smartphones.
5. What are the advantages of internet Marketing?
6. What is Smart Card?
7. What are some examples of biometric systems?
8. Explain the term SEO?
9. What you mean by multiple platforms?
10. Define paid media
11. Who developed CRS?
12. What is travel portal?

(10×2=20)

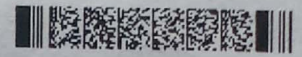
Part B

Answer any six questions.

Each question carries 5 marks.

13. Explain about digital convergence
14. Explain about cyber crime.





15. Explain Cyber Addictions.
16. What are the advantages and disadvantages of online booking system?
17. Explain about access control in detail
18. Write the benefits of search engine marketing?
19. Explain the term SMO?
20. Explain the functions of GDS?
21. What is online ticketing system?

(6×5=30)

Part C

Answer any two questions.

Each question carries 15 marks.

22. Explain about wireless technology. Write detail notes on different wireless devices.
23. Explain about Debit Card, Credit card and internet banking in detail
24. Explain about Mobile Phones. Write the advantages and disadvantages of mobile phones
25. Explain about tourism trends in detail

(2×15=30)