Reg. No. : ....

Name : ....

**V Semester B.T.T.M./B.B.A. (TTM)/B.B.A.(AH) Degree (CBCSS – O.B.E. – Regular/Supplementary/Improvement) Examination, November 2023
(2019 – 2021 Admissions)
Core Course
5B14TTM/BBA(TTM)/BBA(AH) : INFORMATICS FOR TOURISM
AND HOSPITALITY**

Time : 3 Hours   Max. Marks : 40

PART – A
(Short Answer)

Answer **all** the questions. **Each** question carries **1** mark.

1. Define cyber ethics.

2. Expand UPI.

3. What is clearing house ?

4. Who is an Online Travel Agent ?

5. What is influencer marketing ?

6. Viral marketing.   **(6×1=6)**

PART – B
(Short Essay)

Answer **any six** questions. **Each** question carries **2** marks.

7. What is ESLC ?

8. What is IoT ?

9. What is PNR ?

10. What is GDS ? And write its any two uses in tourism and hospitality.

11. Brief note on Blogs.

P.T.O.

12. What is SMO ?

13. What is a Digital wallet ? And mention its any two uses.

14. Briefly explain the term cloud computing. **(6×2=12)**

PART – C
(Essay)

Answer **any four** questions. **Each** question carries **3** marks.

15. Discuss the benefits and risks associated with online payments.

16. Highlight the role of aggregators in tourism and travel industry.

17. Define Digital Marketing and its importance in tourism industry.

18. Highlight any three uses of GPS in tourism and hospitality industry.

19. How do Online Travel Agencies (OTAs) utilize information technology to offer a wide range of travel options to customers ?

20. How can bloggers be leveraged to enhance tourism marketing efforts ? **(4×3=12)**

PART – D
(Long Essay)

Answer **any two** questions. **Each** question carries **5** marks.

21. What do you mean by cyber crimes ? What are the different types of cyber crimes ?

22. Discuss the growth of online travel industry in India by identifying the growth drivers and their impact.

23. How can data analytics be utilized to measure the success of digital marketing campaigns in the tourism industry ?

24. Highlight the role of Search Engine Marketing (SEM) in the development of tourism and hospitality business. **(2×5=10)**

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