



Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)

Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B

Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – June 2021

VI Semester

Class: III UG
Major: BBA Tourism

Time : 3 Hours
Max. Marks: 100

18BTOC26 E-Tourism

Part A

10 x 1=10

Choose the correct answer

1. Framework for strategic use of IT in tourism is suggested by CO1 K2
a. Hector Ceballos b. Philip Kotler
c. Buhalis d. F.C. Kohli
2. What does DBMS stands for? CO1 K2
a. Database Migration System b. Database Management System
c. Data & Business Management System d. Data Backup Management System
3. Which industry created the first GDS? CO2 K3
a. Airline b. Travel Agency
c. Hospitality d. Car Rental
4. The _____ system is the oldest of all four GDS companies. CO2 K2
a. Galileo b. Sabre
c. Amadeus d. Worldspan
5. _____ is the encompassing term that involves the use of electronic CO3 K3
platforms - intranets, extranets and the Internet - to conduct a company's business.
a. E-marketing b. E-business
c. E-procurement d. E-commerce
6. The E-commerce domain that involves business activity initiated by CO3 K2
the consumer and targeted to
a. B2B b. B2C
c. C2B d. C2C
7. The full form of UPI is _____ CO4 K2
a. United Payment Interface b. UnitedPayment Interchange
c. Unified Payment Interface d. Unified Payment Interaction
8. All of the following are technologies used to gather information about you online except CO4 K1
a. Spyware b. Cookies
c. Gmail d. Anonymizers
9. Which of the following is the largest online travel service? CO5 K2
a. Travelocity b. Orbitz
c. Priceline d. Expedia
10. The set of applications and technologies that allow users to create, edit, and distribute CO5 K2
content online is known as
a. Internet b. Social Networking
c. Virtual life d. Web 2.0

Part B
Answer the following
Answer should not exceed 400 words or two pages

5 X 6=30

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|---|--------|
| 11.a. Throw light on Destination Management System.
(or) | CO1 K2 |
| 11.b. Describe the functions of E-tourism. | CO1 K3 |
| 12.a. Differentiate CRS vs. GDS. Name any three CRS and GDS service providers.
(or) | CO2 K4 |
| 12.b. Give an account on Hotel Distribution System. | CO2 K3 |
| 13.a. List out the components of E-tourism.
(or) | CO3 K2 |
| 13.b. Explain C2B & C2C business models in the context of tourism industry | CO3 K2 |
| 14.a. Explain the payment gateway process for making and accepting online payments
(or) | CO4 K3 |
| 14.b. Explain the following threats to e-commerce. – i. Phishing ii. Vishing iii. Malware | CO4 K3 |
| 15.a. Discuss the implications of Travel Blogging & Vlogging.
(or) | CO5 K4 |
| 15.b. Summarize the challenges faced by conventional business models. Suggest strategies to overcome these challenges | CO5 K5 |

Part C
Answer the following
Answer should not exceed 800 words or four pages

5 x 12=60

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| 16.a. Discuss the history and evolution of e-tourism.
(or) | CO1 K2 |
| 16.b. 'Tourism without the use of IT is impossible'– Criticize | CO1 K4 |
| 17.a. Explain the applications of GDS with suitable examples.
(or) | CO2 K3 |
| 17.b. Analyze the changing business models of GDS with example | CO2 K3 |
| 18.a. Compare the traditional tourism structure with e-tourism industry structure.
(or) | CO3 K5 |
| 18.b. Explain various business models of E-tourism with suitable examples. | CO3 K4 |
| 19.a. Write a note on the Billing and Settlement Plan of IATA.
(or) | CO4 K3 |
| 19.b. Discuss the challenges and limitations of E-tourism | CO4 K3 |
| 20.a. Illustrate the impacts of social media on tourism industry
(or) | CO5 K4 |
| 20.b. Propose ways to leverage technology for the promotion and marketing of tourism products. | CO5 K5 |
