QP CODE: 25002794

Reg No : ....

Name : ....

BTTM DEGREE (CBCS) SPECIAL REAPPEARANCE EXAMINATIONS, FEBRUARY 2025

Fifth Semester

BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

CORE COURSE - TT5CRT20 - E-TOURISM

2022 Admission Only

E85FB965

Time: 3 Hours   Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1.   Define Cyber ethics.

2.   What is Internet Hacking?

3.   What is the meaning of cyber addiction?

4.   Define Internet.

5.   How do you check in online at the airport?

6.   Define the term access control.

7.   Why is biometric security important?

8.   Differentiate between desktop and Laptops.

9.   What is the use of mobile phone?

10. What are examples of paid media?

11. What is the purpose of the reservation system?

12. What is online travel portals?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Write the importance of digital convergence.

14. What is the importance of cyber laws ?

15. What are the safety precautions we take when using a computer?

16. Explain how customers benefit from Internet marketing.

17. Explain why digital security is important in tourism.

18. Explain the importance of SEM.

19. Explain about social media optimization.

20. Explain about eticketing.

21. Explain the advantages of disintermediation.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain about internet.What are the advantages and disadvantages of Internet.

23. Explain about Debit Card, Credit card and internet banking in detail.

24. Explain in detail about SEO ,SEM and SMOin marketing.

25. Explain GDS in detail.

(2×15=30)