Roll No:

The Assam Royal Global University, Guwahati

Royal School of Travel & Tourism Management
BA (H) /BSC (H) Travel and Tourism, 3rd semester
Semester End Examination, January 2023
Course Title: E-Tourism
Course Code: TTM202C306

Maximum Marks: 70

Time: 3 Hours

Note: Attempt all questions as per instructions given.
The figures in the right-hand margin indicate marks.

Section – A

2 x 8

1. Attempt **all questions**. (Maximum word limit 50)

   a. Define B2B and C2C e-tourism.
   b. What are Electronic-cash?
   c. What is e-marketing? Give relevant examples.
   d. Explain Phishing with examples.
   e. What is adware? Explain with an example.
   f. What is the difference between travel Blog and Vlog?
   g. What is billing and settlement?
   h. What are the various ways of e-payment? Name any two-payment gateway (API) Application Program Interfaces.

Section – B

6 x 2

2. Attempt **any two** of the following:

   a. Gave a brief history on the evolution of e-commerce to e-tourism.
   b. Explain any six hurdles in tourism industry induced by ICT.
   c. Explain the security necessities for E-tourism.

7 x 2

3. Attempt **any two** of the following:

   a. Discuss on the typology of e-Tourism
   b. Write a short note on any two Online Travel Portal.
   c. What do you know about ICT? What are the components of ICT?

7 x 2

4. Attempt **any two** of the following:

   a. Explain the concept of Management Information Systems (MIS). Also, explain the purpose of MIS.
   b. Write a note on any two leading online payment companies.
   c. Write a short note on Global distribution System (GDS).

14 x 1

5. Attempt **any one** of the following:

   a. Elucidate on the impacts of online travel business on established marketing channels.
   b. Explain the concept of Customer Relationship Management Software in tourism & hospitality? Also, explain the issues in online payments.