

Roll No. ....

Total Pages : 2

**NMT/M-24**

**27321**

**ONLINE TRAVEL BUSINESS**

Paper–AECC-MTTM-401

Time Allowed : 3 Hours]

[Maximum Marks : 50

**Note** : Attempt **five** questions in all, selecting **one** question from each Unit. Question No. **1** is compulsory. All questions carry equal marks.

**Compulsory Question**

1. Write brief notes on the following : 4×2½=10
- (a) Features of e-commerce.
  - (b) Data processing in MIS.
  - (c) Need of CRS.
  - (d) Importance of Blogs for Destination Promotion.

**UNIT-I**

2. Define e-commerce. Discuss its types with relevant examples from the Tourism Industry. 10
3. What are the key components of e-commerce in Travel? Also, discuss the future trends in e-commerce for Travel. 10

**UNIT-II**

4. Define MIS. Write detailed notes on the components and functions of MIS. 10
5. Write detailed notes on limitations and ethical considerations in MIS. 10

**UNIT-III**

6. What do you understand by CRS? Explain the advantages and disadvantages of CRS for the tourism industry. 10
7. Write detailed notes on the following : 10
- (a) Amadeus CRS.
  - (b) Future trends and innovations in CRS.

**UNIT-IV**

8. Write an explanatory note on the strategic and tactical role of CRS in the Tourism Industry. 10
9. Write detailed notes on the following : 10
- (a) Need and limitations of e-tourism.
  - (b) Impact of Social Media on the Tourism Sector.