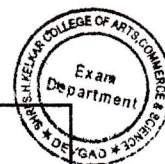*Hoβpitality Tourism*
~~Health Care~~

SHRI S. H. KELKAR COLLEGE OF ARTS COMMERCE & SCIENCE, DEVGAD

SEM. IV EXAMINATION, MARCH 2023.

PROGRAMME NAME: SY. B.VOC HOSPITALITY & TOURISM

COURSE NAME: GENERAL EDUCATION E-COMMERCE & TOURISM LEGISLATION

CODE: USHT401	MAX. MARKS: 100
TIME: 08:30AM TO 11:30AM	DURATION: 03HRS
DATE: 29/03/2023	

INSTRUCTIONS:

1. All questions are compulsory.

Q.1. Solve All

A. Multiple Choice Question   10 Marks

1. Which of the following is part of the four main types for e-commerce?
   a. a. B2B   b. B2C   c. C2B   d. All of the above
2. Which of the following describes e-commerce?

   a. a. Doing business electronically b. Doing business   c. Sale of goods d. All of the above

3. The best products to sell in B2C e-commerce are:
   a. a. small products b. Digital products   c. Specialty products   d. Fresh products
4. Online business attempt to reach other units
   a. B2B   b. B2C c. C2C d. B2G
5. Market in which prices are variable & based on the competition among participant are called...
   a. E-commerce   b. E-Banking   c. E-Broking   d. Auction.
6. Google is one of the most popular....
   a. Portal b. Browser   c. search engine   d. None of these
7. It is a market place where buyers & sellers exchange goods & services for money
   a. Net market place   b. private market place c. B2B d. none of these
8. The customer pages of a company on Facebook are an example of
   a. Viral marketing B. Network marketing   C. Referal Marketing   D. Social media marketing
9. Types of special area permits
   a. Protected area permits B. Restricted area permits   C. Both a & b   D. None of these
10. In India the power to issue permit to foreigners for visiting to restricted and protected areas
    a. Ministry of home affairs   b. Ministry of tourism

    c. Ministry of external affairs   d. Ministry of defense
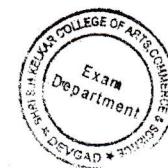
B. Match the Following Pairs   05 Mark

Set A	Set B
1. ATM	a. Accommodation
2. HTTP	b. B2B
3. Digital Cash	c. Exist only in cyberspace
4. E-Tailing	d. Hyper Transfer Text Protocol
5. The Sarais Act	e. Automatic Teller Machine
	f. E-Payments

C. True or False   5 Mark

1. Amadeus, Galileo and Sabre are examples of GDS.
2. Electronic retailing (E-tailing) is the sale of goods and services through the Internet.
3. EDI stands for electronic data interchange.
4. Green channel for passengers having any dutiable or prohibited goods.
5. Marketing, Supply Chain, finance is a function of E-Commerce.

Q.2. Solve any two   15 Mark
1. Write disadvantages of e-commerce.
2. What is Inventory based model
3. Explain in detail inbound and outbound travel regulations.

Q.3. Solve any two   15 Mark
1. Describe in detail about online payment system.
2. What are the advantages of E-tailing.
3. Write down importance of tourism laws.

Q.4. Solve any two   15 Mark
1. What are the different E-Commerce business models?
2. What are the various ways of communication and customer relationships components of 7C's?
3. Write down importance of tourism laws.

Q.5. Solve any two   15 Mark
1. Explain in detail digital signatures.
2. Explain Business Models of E-Tourism
3. Explain special area permits and their types

Q.6. Write Short note on any four   20 Mark
1. Types of e-commerce
2. E-tailing.
3. E-Tourism Mix
4. What are the channels of clearance?
5. RAP