



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, December 2021**

**Course: Automation in Tourism and Hospitality**  
**Program: BBA THM**  
**Course Code: TRAV3005**

**Semester : V**  
**Duration : 03 hrs.**  
**Max. Marks: 100**

**Instructions:**

Q. No	Section A (Type the answers in test box)	10Qx2M=20Marks	COs
Q1	----- is the fastest growing industry on mobile  a. Airline b. Accommodation c. Restaurants d. Trip booking	2 Marks	CO2
Q2	Benefits of managing effective relationship primary suppliers in the travel sector? 1) GDS 2) CRS 3) ERP 4) CRM	2 Marks	CO1
Q3	4 <sup>th</sup> Stage of Travel Technology _____ 1) Sale and Marketing 2) SCM 3) Demand Creation 4) Scope of advance discovery	2 Marks	CO1
Q4	Which of the following is an example of primary hospitality and tourism market information: 1. Financial statements provided in annual reports 2. Automated guest history records that can be shared by affiliated businesses 3. Reservation records and registration information 4. Free reception for frequent travelers in which feedback is collected	2 Marks	CO1
Q5	Which of the following is a web site that is likely to provide statistical tourism information for a specific destination: 1. The local chapter of the American Marketing Association 2. The Farmer's Almanac 3. Transportation Security Administration 4. The local chamber of commerce	2 Marks	CO1
Q6	A restaurant wants to predict how their customers will react to a new menu. What type of relationship should the restaurant mine from blogs? 1. Sequential patterns 2. Clusters 3. Classes 4. Associations	2 Marks	CO1

Q7	A small, local restaurant has decided to advertise its elegant atmosphere and qualified wait staff. This approach is an example of _____ marketing. 1. service 2. mass 3. product 4. target	2 Marks	CO1
Q8	1) Information management can be a challenge because 1) There is only one "right" way to do it. 2) There is often not enough information to manage. 3) Many people don't understand what it is. 4) no one wants to participate in it	2 Marks	CO1
Q9	One of the reasons why a chain of hotels might analyze and interpret the marketing information contained in databases is to 1) Tabulate findings. 2) Compare variables. 3) Survey guests. 4) Organize products.	2 Marks	CO1
Q10	A primary reason hospitality employees and businesses join professional or trade organizations is to 1. Increase employee productivity. 2. Qualify for additional government funding. 3. Develop promotional efforts and materials. 4. obtain further education and certification.	2 Marks	CO1
	<b>Section B Answers all the questions</b> <b>(Scan and upload)</b>	<b>4Qx5M= 20 Marks</b>	
Q1	Name 2 software most commonly used in hospitality industry, and explain their functions?	5 Marks	CO2
Q2	Describe the role of BSP in ticketing.	5 Marks	CO2
Q3	What is the function of NDS launched by IATA ?	5 Marks	CO2
Q4	Explain the importance of information in travel and tourism.	5 Marks	CO2
	<b>Section C</b> <b>(Scan and upload)</b>	<b>3Qx10M=30 Marks</b>	
Q1	Explain how automation helps in the front office operation of a hotel?	10 Marks	CO4
Q2	What are the characteristics that make tourism and airline industry information intensive?	10 Marks	CO3
Q3	Distinguish between ERP and Global distribution system Or Explain with suitable examples, how automation has changed the business of hotel and travel trade,		CO3
	<b>Section D</b> <b>(Scan and upload)</b>	<b>2Qx15M= 30 Marks</b>	
Q1	“Intelligence Automation” is changing the world and their tourism destination. Explain some solution for the Hotel and Airline sector?	10 Marks	CO4

Q2	The Travel industry has been at the forefront of digital disruption, changing the way we travel in recent years. However, the sector should brace itself for another wave of digital transformation. Mention about DTI initiative and key factors that is influencing the industry.	10 Marks	CO4
Q3	<p>“<b>Future:</b> Personalization Collect data with machine learning. Thereby, creating individual profiles, Airlines, hotels, and other suppliers will be able to build custom offerings and deals”.</p> <p>How the travel technology is evolved over a period of time &amp; integration of travel components has brought importance of digitalization and automation in the industry.</p>	10 Marks	CO3