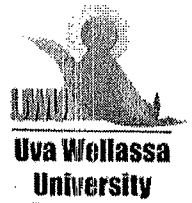


**Uva Wellassa University**  
**Faculty of Management**  
**Degree of Bachelor of Business Management in Hospitality Tourism and**  
**Events Management**  
**SECOND YEAR FIRST SEMESTER EXAMINATION – JUNE / JULY 2017**  
**HTE 241 - 2 ICT for Tourism**

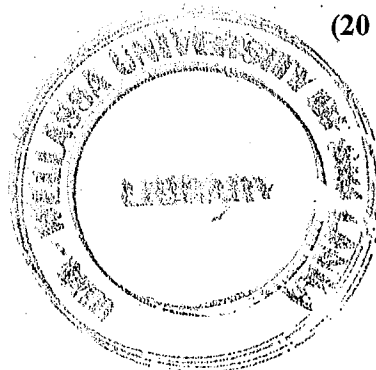


**Instructions to candidates:**

No. of pages : Two (02)  
No. of question : Six (06) Essay  
Time allocation : Two (02) Hours  
Marks allocated : 100 Marks

**Answer four (04) Questions including Question number one (01).**

- 01.** Web design is a skill of creating presentations of content that is delivered to an end-user through the World Wide Web, by way of a web browser or either web-enabled software.
- I. List down five (05) elements in a web page. **(05 Marks)**
- II. Explain four (04) key characteristics of an effective web site. **(20 Marks)**
- 02.** Presently, m-commerce activities are rapidly growing up in the market due to various factors.
- I. What is m-commerce? Explain briefly. **(05 Marks)**
- II. Discuss the advantages and disadvantages of m-commerce with suitable examples. **(20 Marks)**



**03.** Information Communication Technologies (ICTs) have revolutionised the entire business world. “The airline industry in particular has fostered a dependency on technology for their operational and strategic management.”

I. Justify the above statement with suitable examples from the Airline industry.

**(25 Marks)**

**04.** Green ICT enables the environmental protection and contributes to the sustainable Development.

I. What is Green ICT? Explain briefly.

**(05 Marks)**

II. Explain the key factors to be considered in implementing Green ICT.

**(20 Marks)**

**05.** The new paradigm shift of work (virtual work places) enable employees to work anywhere anytime.

I. Briefly explain three (03) differences between Traditional Work environment and the Virtual Work environment.

**(10 Marks)**

II. Explain four (04) different types of virtual work places and their unique characteristics.

**(15 Marks)**

**06.** The growth of the internet gave rise to many important services and spread the accessibility to anyone with a connection.

I. Discuss the advantages and disadvantages of electronic distribution of services.

**(25 Marks)**