

Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management (BBM) in Hospitality, Tourism and Events

Management

FOURTH YEAR FIRST SEMESTER EXAMINATION – JUNE/JULY 2017

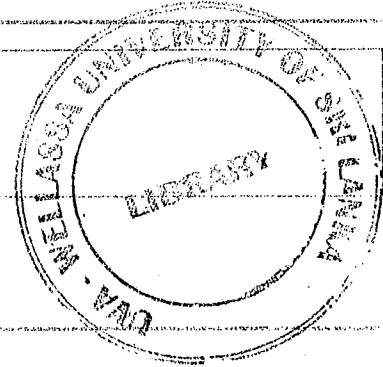
HTE 421-2 E-Commerce for Tourism

**Uva Wellassa
University**

Instructions to candidates:

No. of pages : Two (02) Pages
No. of questions : Five (05) - Essay Questions
Time : Two (02) Hours
Marks allocated : Hundred (100)

Index No:



Answer four (04) questions including question number one (01).

1. "The growing importance of e-commerce in the modern hospitality industry has created an urgent need for simple solutions to manage companies' online presence".

(Andrey Smirnov)

- a) Compare and contrast the concepts of e-commerce and e-business.

(06 marks)

- b) What do you mean by "buy-side" and "sell-side" e-commerce?

(04 marks)

- c) Critically discuss the effect of e-commerce on travel and hospitality industry with suitable examples taken from Sri Lankan context.

(15 marks)

(Total Marks 25)

2. "Electronic Payment is a financial exchange that takes place online between buyers and sellers".

(R.Kalakota)

- a) Explain what do you mean by payment gateway?

(05 marks)

- b) Briefly describe the major types of business models of e-commerce transactions.

(08 marks)

- c) Discuss the importance of electronic payment systems in tourism industry.

(12 marks)

(Total Marks 25)

3. Networks can cover anything from a handful of devices within a single room to millions of devices spread across the entire globe and having a greater effect on tourism sector.

a) Critically discuss the above statement with suitable examples taken from hospitality industry.

(15 marks)

b) Why it is important EDI to the tourism sector? Briefly describe.

(10 marks)

(Total Marks 25)

4. Individuals and organizations are experiencing increasing numbers of security breaches. Securing information on data networks has become a very difficult task and there are some of the security tools to use to prevent from threats.

a) Do you agree with the above statement? Critically discuss your answer.

(15 marks)

b) Distinguish intranets and extranets.

(05 marks)

c) What are the major trends in web security threats?

(05 marks)

(Total Marks 25)

5. Write down the short notes on following five.

a) Charge cards

(05 marks)

b) WAN

(05 marks)

c) Electronic Fund Transfer (EFT)

(05 marks)

d) e-wallets

(05 marks)

e) Malware

(05 marks)

(Total Marks 25)