UNIVERSITY OF COLOMBO

FACULTY OF ARTS
DEPARTMENT OF ECONOMICS

POSTGRADUATE DIPLOMA IN TRAVEL & TOURISM ECONOMICS AND HOTEL MANAGEMENT

(6th Batch)

FINAL EXAMINATION - 2018

(Semester II)

DTEHM C508: Applications of GIS, Information Technology and E-Tourism

Time Allowed: THREE [3] HOURS

Answer Five (5) Questions Only.

Each Question Carries Equal Marks

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1) What are the main causes of ICT project failures?

2) How do you facilitate consumer-buying process with Information Technology? Assume Sri Lankan Context.

3) Assume you are an ICT consultant. Provide straight-to-the-point, actionable tips to induce traffic for the UOC-Tourism website.

4) Interpret the following data set (Link your interpretation with a business in Sri Lanka).
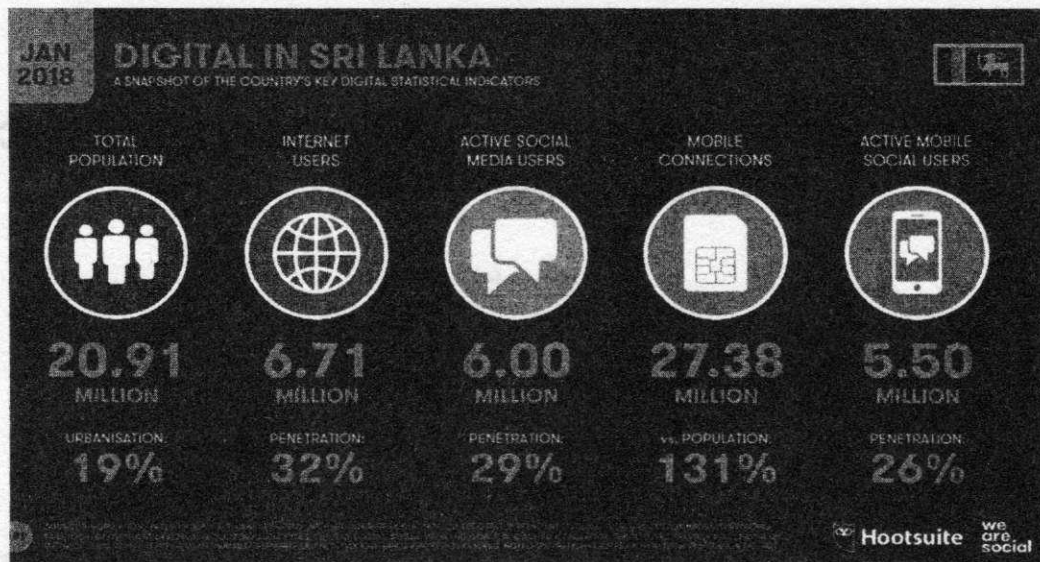
5) E-commerce is prominent due its various benefits. Explain your answer with real world examples.

6) How e-commerce companies should react to customer inquiries. As a business consultant, how do you advice your client?

7) ''Physical classroom education should transform into virtual forms''. Do you agree with this statement? Justify your answer.