

**M.Sc. HOSPITALITY ADMINISTRATION  
(MHA)**

**00261 Term-End Examination  
December, 2014**

**MHA-04 : INFORMATION MANAGEMENT  
SYSTEMS AND HOSPITALITY**

*Time : 3 hours*

*Maximum Marks : 100*

---

*Note : Attempt any five questions. All questions carry equal marks.*

---

1. Discuss the types, properties and related barriers to information. 20
2. Describe the relationship between meaning, intelligence and information. 20
3. Write short notes on the following : 10+10=20
  - (a) Computer Hardware
  - (b) Computer Software
4. What is LAN ? Describe LAN Standards and LAN Architecture. 20
5. What types of marketing data are useful in hospitality sector ? 20

6. Write short notes on the following : 10+10=20
- (a) Information Economics
  - (b) Data Life Cycle
7. Critically analyse the role of computers in production and distribution of travel services. 20
8. Elaborate the importance of information system for managers in decision-making process. 20
9. How does computer virus spread ? Describe the different preventive methods and treatments for virus attack. 20
10. Discuss with the help of suitable examples the social implications of computerisation. 20
-