

00912

**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

December, 2015

**MTM-04 : INFORMATION MANAGEMENT
SYSTEMS AND TOURISM**

Time : 3 hours

Maximum Marks : 100

Note : (i) *Attempt **any five** questions.*
(ii) *All questions carry **equal** marks.*

1. Discuss the relationship between data, information and knowledge. Discuss their significance in the tourism industry. **20**
2. Discuss the various modes of generating information. Which ones are relevant for tourism business ? **15+5=20**
3. What do you understand by Information Systems ? What are the elements and structures of Information Systems ? **8+12=20**
4. What are the physical units of a Computer's Hardware ? Discuss. **20**

5. Write short notes on **any two** of the following :
- (a) Advantages of computerisation in tourism
 - (b) MIS 10x2=20
 - (c) Information Economics
6. Explain with diagrams the various types of Network Typologies. Which one is best suited for a mid-sized tourism organisation ? 15+5=20
7. Write a note on Management of Information Resources and Control systems. 20
8. "Internet is the new way of doing tourism business". Comment. Justify your answer with the help of suitable examples. 20
9. Discuss the impact of computerisation on an individual and on the society. 20
10. Write short notes on **any two** of the following :
- (a) Critical Success Factor (CSF) 10x2=20
 - (b) Perverse Software
 - (c) Patents and Copyright
-