

No. of Printed Pages : 2

MTM-4/MTTM-4

**MASTER OF ARTS IN TOURISM  
MANAGEMENT / MASTER OF  
TOURISM AND TRAVEL  
MANAGEMENT (MTM/MTTM)**

**Term-End Examination**

**December, 2023**

**MTM-4/MTTM-4 : INFORMATION MANAGEMENT  
SYSTEMS AND TOURISM**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) Answer any **five** questions in about  
**600** words each.

(ii) All questions carry equal marks.

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1. Define information. Discuss the various modes of Information generation. 20
2. What is the importance of Data and Information in the changing Business scenario ? What are the types of information available for use in tourism sector ? Exemplify. 20
3. Elaborate the role of computer-aided decision-making in the management of an organization. Discuss its advantages and limitations. 20

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4. What are the advantages of Personal Computers ? How has personal computers influenced modern tourism business ? Explain with the help of examples. 20
5. Write short notes on the following : 4×5=20
  - (i) CRS
  - (ii) Internet
  - (iii) CPU
  - (iv) Hacking
6. Enumerate the desirable characteristics of MIS. Also explain the role of MIS at various management levels. 20
7. Explain what is a computer virus and its areas of infection. What are the preventive measures that can be taken against a virus attack ? Elaborate. 20
8. What are the legal aspects to consider while using a computer ? Explain. 20
9. Critically analyse the impact of computers on individuals as well as society. 20
10. Differentiate between the following : 2×10=20
  - (a) Switched and Non-switched Networks
  - (b) Computer Hardware and Software

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