

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

Term-End Examination

June, 2017

**MTM-004/MTTM-004 : INFORMATION
MANAGEMENT SYSTEMS AND TOURISM**

Time : 3 hours

Maximum Marks : 100

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- Note :*
- (i) Attempt any five questions.*
 - (ii) All questions carry equal marks.*
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1. Discuss the relationship between data, information and knowledge. Also explain their significance in Tourism Industry. 20
2. Elaborate the role and importance of computer aided decision making process in the management of an organisation. Discuss both its advantages and limitations. 20
3. Critically Analyse the role and influence of Information Technology on Tourism operations. Explain with the help of suitable examples. 20
4. What do you understand by Computer Network ? Explain the classification of computer network structures. 20

5. Write short notes on **any two** of the following : **2x10=20**
- (a) MIS
 - (b) Internet and Tourism
 - (c) System Design
6. Explain with the help of examples the legal dimensions of computerisation and digitalisation. **20**
7. What is the difference between computer Hardware and Software ? Also enumerate the various components of Computer Hardware. **20**
8. What is meant by information economics ? Elaborate with the help of examples the value of such information. **20**
9. What are the characteristics of computer virus ? What are the various measures taken for the protection and treatment from computer virus ? **20**
10. Write short notes on **any two** of the following :
- (a) Hacking **2x10=20**
 - (b) Micro Computers
 - (c) System Life Cycle