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

Term-End Examination, 2019

MTM-04/MTTM-04 : INFORMATION MANAGEMENT SYSTEMS AND TOURISM

Time : 3 Hours]　　　　　[Maximum Marks : 100

Note : Answer **any five** questions in about 600 words each. All questions carry **equal** marks.

1.　What is the meaning of Data ? Describe the properties and scope of data.　　　　[8+12=20]

2.　Discuss different channels and modes of generation and dissemination of information.　　[20]

3.　Explain any two frameworks for understanding MIS.
　　　　　　　　[10+10=20]

4.　What is meant by a system and systems analysis ? List the uses of systems analysis and discuss why it is important.　　　　[8+12=20]

5. What is an Applications Software ? Explain various applications software used in computers today. Also highlight their usefulness. [5+15=20]

6. Discuss how computers and internet have revolutionised the hotel industry and its services. [20]

7. Critically analyse the social dimensions and the impact of computers on an individual and the society. [20]

8. Write short notes on any two of the following :

[10+10=20]

(a) Value of Information

(b) LAN and its characteristics

(c) Critical Success Factor

9. Discuss the legal aspects involved in the purchase and sale of computers. [20]

10. What are the various causes for loss of data on computers ? Elaborate ways to prevent data loss and protect information in computers. [10+10=20]

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