MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM)
Term-End Examination
June, 2024

MTTM–4 : INFORMATION MANAGEMENT SYSTEMS AND TOURISM

Time : 3 Hours *Maximum Marks : 100*

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

(ii) All questions carry equal marks.

1. Describe the various forms of information. Explain the importance of information for the tourism business with the help of suitable examples. 20

2. What do you understand by Information Systems ? What are the types and operating elements of an information system ? 20

3. Discuss the evolution and the classification of computers. 20

4. What do you understand by MIS ? Explain the role of MIS at various management levels and the need for a corporate MIS Plan. 20

5. Differentiate between the following :   4×5=20
    (i)   CPU and RAM
    (ii) WAN and LAN
    (iii) Star and Ring Network Topology
    (iv) Switched and Non-switched Networks

6. Discuss the impact of computerisation on the functioning of a modern tourism and travel organisation. Substantiate your answer with suitable examples.   20

7. What is meant by Information Economics ? What are the information needs of a Tour Company ? How would you device an information economics model for a Tour Company ?   20

8. What do you understand by Computer Viruses ? List the characteristics of viruses and also mention the measures for protecting computer from virus attack.   20

9. Critically analyse the role and importance of Media in the Tourism Industry. Substantiate your answer with suitable examples.   20

10. Write notes on any *two* of the following :

                                    2×10=20

    (a) Impact of computerisation on the society

    (b) Characteristics of LAN

    (c) Patents and Copyright

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