

03526

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2011

**MTM-4 : INFORMATION MANAGEMENT
SYSTEMS IN TOURISM**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

1. Explain the meaning of data and describe their types, nature and properties. 20
2. Elaborate the role of computer-aided decision - making in management of an organisation. What are its advantages and limitations ? Discuss. 20
3. Describe the importance and role of computers in Management Decision - Making. 20
4. Describe Local Area Network and its characteristics and uses in a travel company. 20

5. Describe the various information needs of a tour company. Also devise an information economics model for the tour company. 20
6. What do you understand by "Management Information Systems (MIS)" ? Also discuss the status of MIS in organisations. 20
7. "Internet is a key to successful tourism". Comment. 20
8. Critically analyse the role of latest information technology in the tourism sector. 20
9. Define computer virus and its characteristics. Also highlight the measures to be taken for protection and treatment from viruses. 10+10=20
10. Write short notes on *any two* of the following : 20
- (a) Perverse software
 - (b) Computers and living styles
 - (c) Patents and copyright of computer programmes
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