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

Term-End Examination

December, 2017

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

Time : 3 hours   *Maximum Marks : 100*

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

1. Distinguish between data, information and knowledge with illustrative examples.   **20**

2. What are the advantages of computerisation in an organisation ? How has computerisation revolutionised the tourism sector ?   **20**

3. Discuss the importance and role of computers in Management Decision Making process.   **20**

4. What do you understand by Local Area Network (LAN) ? Describe its uses in a travel company or a hospitality organisation.   **20**

5. Write short notes on **any two** of the following :
   (a) Data Life Cycle   **2x10=20**
   (b) Media and Tourism
   (c) Computerised Reservation System (CRS)

6. Discuss with the help of suitable examples the effect of computerisation on the society.   20

7. What are the softwares commonly used for management applications on personal computers ?   20

8. Define system. What is System Analysis ? What is the need of System Analysis in an organisation ?   20

9. What do you understand by Hacking ? How can we prevent our data from hacking ?   20

10. Write short notes on **any two** of the following :
    (a) Perverse software   2x10=20
    (b) Super Computer
    (c) Information Economics

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