

No. of Printed Pages : 3 MTTM-4/MTM-4

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

Term-End Examination

December, 2021

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

Time : 3 Hours

Maximum Marks : 100

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

1. What do you mean by Data ? Discuss the inter-relationships and differentiations between data, information and knowledge. 20
2. What are the different types of forms of information ? How is information accessibility facilitating tourism industry ? 20

3. Discuss the strategic issues of computer aided decision-making process. Give suitable examples. 20
4. Describe the evolution and classification of computers. Also discuss the importance of personal computers in present times of automation. 20
5. Write short notes on any *two* of the following in about **300** words each : 2×10=20
 - (i) Data Life Cycle
 - (ii) Structure of Information Systems
 - (iii) Advantages of Computerization
6. Discuss Local Area Network (LAN) and its characteristics. Also explain the classification of networks based on their structures. 20
7. What do you understand by MIS ? Explain the role of MIS at various management levels and the need for a corporate MIS Plan. 20
8. Critically analyse the role and importance of information technology in the Hospitality Industry. Give suitable examples. 20

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9. Discuss the role of internet and social media in tourism marketing and promotions. S substantiate your answer with suitable examples. 20
10. Write short notes on any *two* of the following in about **300** words each : 2×10=20
- (i) System Life Cycle
 - (ii) Information Economics
 - (iii) Impact of Computerization on the society