

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2012

03541

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

1. Discuss the types of information available for use in tourism. Why data and informations are important in the changing business scenario ? Discuss. 20
2. Discuss the various modes through which information is generated. 20
3. What do you mean by Information Systems ? Discuss conceptual and physical structures of information systems. 20
4. Elaborate the significance of computerisation for efficient management decision making at the corporate level. 20

5. Describe computer hardware and computer software ? 20
 6. Write down an essay on System Analysis. 20
 7. What is Network? Describe LAN and its characteristics. 20
 8. Discuss the role of computers in management of travel services in a travel agency. 20
 9. Discuss the legal dimensions of computerisation. 20
 10. Write short notes on any **two** of the following :
 - (a) Forms of Information **10+10=20**
 - (b) Role of MIS at various management levels.
 - (c) Internet : Key to future tourism.
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