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

Term-End Examination

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. Define data. Discuss the nature properties and scope of data.   20

2. Define MIS. Explain the strategic issues of computer-aided decision-making process.   20

3. Explain the terms Computer Hardware and Software. Give examples of both.   20

4. What are the advantages of Personal Computers? How has personal computer influence the modern tourism business? Explain.   20

5. Write short notes on: 5x4=20

    a. Knowledge

b. Super Computer

c. Critical Success Factor

d. Language translator

6. How would you classify networks based on their structures? Explain with the help of illustration. 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. Critically analyse the role of internet and social media in tourism promotion. Substantiate your answer with suitable examples. 20

9. Define computer virus and its characteristics. What measures need to be taken for the protection and treatment from the viruses? 20

10. Write short notes on any two: 2x10=20

   a. Impact of computers on society.

   b. System Analysis.

   c. MIS

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