00484

MASTER'S IN TOURISM MANAGEMENT

Term-End Examination

June, 2011

MTM-4 : INFORMATION MANAGEMENT SYSTEMS IN TOURISM

Time : 3 hours   *Maximum Marks : 100*

Note : Attempt *any five questions*. Each questions carry *equal marks*.

1. Discuss the relationship between data, information and knowledge. Discuss their significance in tourism industry.   **10+10=20**

2. What do you know about application software ? **20** Explain database management.

3. Write about *300* words each on *any two* of the following.   **10+10=20**
    (a) Advantage of Computerisation.
    (b) Value of Information.
    (c) Critical Success Factor.

4. Define 'system'. Explain the 'system life cycle'.   **20**

5. What do you understand by Management 20
Information System ? Explain the framework for
understanding MIS.

6. Write short notes on the following. 5+5+5+5=20
   (a) IRS.
   (b) Legal aspects of buying and using computer.
   (c) Secondary memory of computer.
   (d) Data Processing.

7. Who is a System Analyst and what role does he or 20
she play in decision making of an organisation ?

8. What do you understand by perverse software ? 20
Discuss the anti - virus measures.

9. Discuss the relationship between Information 20
Technology and Tourism Promotion.

10. Critically analyse the impact of computers on 20
society.

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