MHA-04

M.Sc. HOSPITALITY ADMINISTRATION

00374

Term-End Examination

June, 2014

MHA-04 : INFORMATION MANAGEMENT SYSTEMS AND HOSPITALITY

Time : 3 hours   *Maximum Marks : 100*

Note : Attempt any five questions. All questions carry equal marks.

1. Define information. Explain the properties and characteristics of information.   20

2. What do you understand by "System Life Cycle"? Explain.   20

3. Write a note on **any two** of the following :   10+10=20
   (a) Information Economics
   (b) Hacking
   (c) Classification of Computers

4. Discuss the role of Information Technology in hospitality business.   20

5. Discuss in detail **any two** of the following with suitable examples :   10+10=20
   (a) Strategic Planning
   (b) Management Control
   (c) Operational Control

6. What is Information Resource Assessment (IRA) ? How does IRA influence change in the "Organisational Strategy Set" ? Explain.   **20**

7. Write an essay on MIS.   **20**

8. Discuss the harmful impacts of computers.   **20**

9. Write in about 300 words each on any two of the following :   **10+10=20**

   (a) Internet : key to future

   (b) Super computers

   (c) Various operating platforms required in hotels.

10. How would you explain with examples from the Hospitality industry, different legal aspects associated with the use of computers ? Elaborate.   **20**

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