

**M. SC. IN HOSPITALITY
ADMINISTRATION (MHA)**

Term-End Examination

December, 2024

**MHA-4 : INFORMATION MANAGEMENT
SYSTEMS AND HOSPITALITY**

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any **five** questions in about
600 words each.

(ii) All questions carry equal marks.

1. What is the importance of information ? What are the various modes of information generation for the Hospitality Industry ? 20
2. Explain the importance of data and information in the changing Hospitality Business scenario. Discuss the nature and properties of data with suitable examples. 20

3. Discuss the advantages and disadvantages of computerisation on the functioning of a Hotel. Support your answer with suitable examples. 20
4. Critically analyze the role of computers at different management levels. 20
5. Write short notes on the following : 4×5=20
 - (i) Super computers
 - (ii) Information Systems
 - (iii) Critical Success Factor
 - (iv) Electronic Spreadsheet
6. What do you understand by Computer Based Information System (CBIS) ? What are the various stages in its life cycle ? 20
7. What is meant by Computer Virus ? What are the characteristics of Computer Viruses ? 20
8. Discuss the impact of computerisation on individuals and modern society. 20

9. Critically analyse the role and importance of media in the Hospitality Business. Substantiate your answer with suitable examples. 20
10. Differentiate between any *two* of the following :
2×10=20
- (a) Types and forms of Information
 - (b) Computer Hardware and Software
 - (c) Network Topology and Network Structure

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