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MTTM-4

**MASTER OF TOURISM AND TRAVEL
MANAGEMENT (MTTM)**

Term-End Examination

December, 2024

**MTTM-4 : INFORMATION MANAGEMENT
SYSTEMS AND TOURISM**

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any **five** questions in about
600 words each. All questions carry equal
marks.

1. Define Data. Describe the nature, properties and scope of data. 20
2. Why is information important in tourism business ? What are the various modes of generating information for the tourism industry ? 20
3. What are the advantages of Personal Computers ? Explain with suitable examples

the influence of personal computers on modern tourism business. 20

4. Critically analyze the role of computers at different levels of management. 20
5. Write short notes on the following : 4×5=20
 - (i) Evolution of Computers
 - (ii) Critical Success Factor
 - (iii) Language Translators
 - (iv) Computer Virus
6. Discuss the various aspects of Information Economics. Substantiate your answer with suitable examples from the tourism and hospitality industry. 20
7. Define System and System Analysis. Explain the need and importance of System Analysis. 20
8. What do you understand by hacking ? What precautions can be adopted against hackers ? 20

9. “Information Technology has revolutionized the way business was done in the Travel and Tourism Industry.” Comment on the statement and substantiate your answer with suitable examples. 20

10. Write notes on any *two* of the following :

2×10=20

- (a) Types of Information and forms of Information
- (b) Network Topology and Network Structure
- (c) Computer Software and Computer Hardware

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