S-589

BTTM-701

MIS for Tourism

Bachelor of Tourism & Travel Management (BTTM)

7th Semester, Examination 2022(Dec.)

Time: 2 Hours   Max. Marks: 35

Note : This paper is of Thirty-Five (35) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section – A

(Long Answer – type questions)

Note: Section 'A' contains Five (05) long-answer-type questions of Nine and a Half (9½) marks each. Learners are required to answer any two (02) questions only.

[2 x 9½ = 19]

P.T.O.

Q.1. What is MIS? Also, discuss the main features of the management information system.

Q.2. What is manual information system? how it has been replaced with computerized information system over a period of time?

Q.3. Who are the users of Data Bases? Also discuss the elements of data base and its approach.

Q.4. Critically analyses the role and importance of information technology in the hospitality industry. Give suitable examples.

Q.5. What is development? What do you understand by development of a tourism destination?

Section – B

(Short-answer-type questions)

Note: Section 'B' contains Eight (08) short-answer-type questions of Four (04) marks each. Learners are required to answer any Four (04) questions only.

[4 x 04 = 16]

Q.1.   What are the different components of MIS?

Q.2.   What is the role of managers in MIS Designing?

Q.3.   What is CRS? Who are the beneficiaries of this system?

Q.4.   What is role of MIS in tourism sector?

Q.5.   Define the terms Data and Information.

Q.6.   What are the key elements of MIS?

Q.7.   Define 'Online Marketing'.

Q.8.   Write short notes on the following:
  (a)   Data Processing
  (b)   Various applications Software used in Hospitality Sector

****