

MTM-204/MTTM-204

MIS for Tourism

Master of Tourism & Travel Management
(MTM-12/MTTM-16/17)

Second Semester Examination, 2019 (July)

Time : 3 Hours]

Max. Marks : 40

Note : This paper is of Forty (40) marks divided into three (03) sections A, B and C. Attempt the questions contained in these sections according to the detailed instructions given therein.

SECTION-A

(Long Answer Type Questions)

Note : Section 'A' contains four (04) long answer type questions of Nine and half (9½) marks each. Learners are required to answer any two (2) questions only.

(2×9½=19)

1. Define Management Information System and discuss various characteristics of a good MIS.

2. What is decision making? What are different stages in decisions making?
3. What is planning? What is the use of planning in tourism industry?
4. Discuss the key elements involved in the management information system.

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. (4×4=16)

1. What is the use of MIS in tourism?
2. What do you understand by the term 'Online Marketing' ? How has it impacted the tourism industry?
3. Discuss the main features of the information system.
4. Describe the generation of computer system.

5. How data is organized before processing on a computer?
Discuss briefly.
6. Differentiate between Data Warehousing and Data Mining.
7. Write short notes on :
 - (a) Abacus
 - (b) Amadeus
 - (c) Galileo
8. What is importance of the DBMS?

SECTION-C
(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of half ($\frac{1}{2}$) mark each. All the questions of this section are compulsory. (10 \times $\frac{1}{2}$ =05)

1. Assembling a product, identifying customers and hiring employees are:
 - (a) Transactions
 - (b) Phases

- (c) Business Processes
 - (d) Business functions.
2. Which of the following is a network of facilities for procuring materials, transforming raw materials into intermediate and finished products, and distributing the finished products to customers?
- (a) Production Chain
 - (b) Primary Chain
 - (c) Supply Chain
 - (d) Distribution Chain
3. Information systems can facilitate supply chain management by:
- (a) Tracking the status
 - (b) Rapidly communicating orders
 - (c) Providing product specifications
 - (d) Doing all of the above

4. Enterprise systems support
- (a) Manufacturing processes
 - (b) Financial and accounting processes
 - (c) Human resource processes
 - (d) All of the above
5. A computer security protocol for logging in would be an example of the _____ component of an information system.
- (a) Software
 - (b) Hardware
 - (c) Data
 - (d) Procedure
6. Customer numbers and their names would be an example of the _____ component of an order management information system.
- (a) Software
 - (b) Hardware
 - (c) Data
 - (d) Procedure

7. Which of the following is not a characteristic of good information?
- (a) Interchangability
 - (b) Relevance
 - (c) Cost effectiveness
 - (d) Timeliness
8. If you are a(n)_____ recipient of sensitive information, such as might be overheard or contained in a misdirected email, this would not be illegal, but might be unethical to use it.
- (a) Active
 - (b) Passive
 - (c) Proper
 - (d) Business
9. A human order taker can be bypassed when using a (n)

- (a) Office automation system
 - (b) Management information system
 - (c) Transaction processing system
 - (d) Decision support system

10. Data mining cannot be done if

- (a) Operational data has not been archived
 - (b) Earlier management decisions are not available
 - (c) The organization is large
 - (d) All processing had been only batch processing
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