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[Roll No.]

BTTM-701

**Bachelor of Tourism & Travel
Management (BTTM) VIIth Semester
Examination Dec., 2023**

MIS FOR TOURISM

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 there in. *Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.*

Section-A

(Long Answer Type Questions) 2×9½=19

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

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(1)

P.T.O.

1. What do you understand by MIS ? What are the infrastructural considerations needed for MICE ? Give examples.
2. What do you understand by convention management ? Also discuss the importance of marketing in convention management.
3. Discuss the role of information technology in the promotion of travel and tourism industry. How has technological developments created a revolution in the meeting industry ?
4. Elaborate the various responsibilities of meeting planners. How crucial are these responsibilities for making any meeting a success ?
5. Write detailed notes on the following :
 - (a) Spot management during convention
 - (b) Various application software used in Hospitality Industry

Section–B

(Short Answer Type Questions) 4×4=16

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.

1. What do you mean by business tourism ?
2. What are the purpose of trade fairs and exhibitions ?
3. What are the characteristics features of MIS ?
4. Explain the different stages of decision making.
5. What do you understand by the term “Incentive Tours” ?
6. Discuss the role of hotels in business travel.
7. Define Data Bank concept ?
8. Write detailed notes on the following :
 - (a) On-site registration
 - (b) On-site management
