A-0280

Total Pages : 4   Roll No. -------------

BTTM-701

MIS for Tourism

Bachelor of Tourism & Travel Management (BTTM)

7th Semester Examination 2024(Dec.)

Time: 2:00 hrs   Max. Marks: 35

Note : This paper is of Thirty Five (35) marks divided into Two (02) Section A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

P.T.O.

Section-A (Long-Answer-Type Questions)

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.

[2x9½=19]

Q.1. Explain the concept of Management Information System (MIS) and discuss its key components.

Q.2. Analyse the impact of emerging technologies such as Artificial Intelligence (AI), Big Data, and Cloud Computing on the development and operation of MIS.

Q.3. Define data processing. Explain the stages of data processing, from data collection to information output with the help of suitable examples.

Q.4. Discuss the steps involved in implementing an MIS in an organization. Also mention the possible challenges that can be faced during implementing and suggest plans to overcome them.

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Q.5.   Discuss the scope and significance of Management Information Systems (MIS) in the tourism industry.

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.

[4x4=16]

Q.1.   What is the role of data and information in an effective MIS?

Q.2.   What is the role and importance of Customer Relationship Management (CRM) systems for customer satisfaction and business expansion?

Q.3. What is the role of Central Processing Unit (CPU) in a computer system?

Q.4. What is a data bank? How does it differ from a traditional database?

Q.5. How does MIS support decision-making at the operational level? Give example from tourism industry.

Q.6. How does feasibility analysis contribute to the design of an effective MIS of an organisation?

Q.7. What is a Computer Reservation System (CRS)? How does it benefit the travel trade industry?

Q.8. How can virtual reality (VR) enhance the customer experience in tourism? Give any two examples.

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