

A-0670

Total Pages : 3

Roll No.

BTTM-701

Bachelor of Tourism & Travel Management (BTTM)

(MIS for Tourism)

Examination, June 2025

Time : 2:00 Hrs.

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. *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) $2 \times 9\frac{1}{2} = 19$

Note :- Section 'A' contains Five (05) Long-answer type questions of Nine and Half ($9\frac{1}{2}$) marks each. Learners are required to answer any *two* (02) questions only.

1. Discuss the challenges organizations face in implementing and managing MIS. Also give strategies to overcome these challenges.
2. What are the various types of information systems used at different management levels ? Give suitable examples to showcase their application in an organisation.
3. Explain the operation of a manual information system and list its limitations. Also mention the benefits of converting to a computer-based system.
4. What are the techniques and tools used in planning MIS ? How do these techniques and tools ensure that the system aligns with organizational goals and user needs ?
5. Discuss the challenges and opportunities of integrating AI into the tourism industry. Support your answer with suitable examples of destination planning and development.

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 is meant by Management Information Systems (MIS) ? How is it different from general information systems ?
2. What is the scope of MIS in Tourism and Hospitality organizations ? Give examples of its applications.
3. What are the differences between input and output devices in a computer system ?
4. What is the role of data and information in an effective MIS ?
5. What will be the key steps in the systematic process of designing an MIS for a tour operating company ?
6. What are the major challenges faced during the implementation of an MIS in an organisation ?
7. What is the role and importance of CRS in the hospitality sector ? Give examples
8. How are computers used for financial analysis in the tourism industry ?
