Total No. of Pages: 1

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Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015

(HOTEL MANAGEMENT AND TOURISM)

(FIRST YEAR)

180: TOURISM MANAGEMENT INFORMATION SYSTEM

Time: Three hours   Maximum: 75 marks

SECTION - A
Answer any FIVE questions   (5 × 3 = 15)

1. Write short notes on forecasting.
2. Differentiate data with information.
3. What do you mean by Amadeus?
4. Describe MIS
5. Discuss CRS
6. Why do we ignore the exogenous variables during a Research study?
7. What do you mean by marketing system?
8. Define EIS.
9. What do you mean by probability sampling?
10. Differentiate intranet and extranet.

SECTION - B
Answer any THREE questions   (3 × 10 = 30)

11. How could we develop an E-commerce strategy?
12. Explain the various components of E-Commerce.
13. Define date base. What are the steps to construct a data base?
14. Explain the advantages and disadvantages of air way transport.
15. What do you mean by marketing research? Discuss its need.

SECTION - C
Answer any ONE question   (1 × 15 = 15)

16. Explain the risk involved in promoting tourism?
17. What do you mean by internet banking? What are the advantages of internet banking?
18. Write the merits and de-merits of internet shopping.

SECTION - D
COMPULSORY   (1 × 15 = 15)

19. Write the merits and de-merits of internet banking of Internet shopping.

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