MBA(T).III/11.12. 1069

M.B.A. (TRAVEL AND TOURISM) DEGREE III SEMESTER EXAMINATION NOVEMBER 2012

SMT 2306 MANAGEMENT INFORMATION SYSTEM

Time : 3 Hours

Maximum Marks: 50

(5 x 10 = 50)

I.   A.   Compare between the life cycle and the prototyping approach to develop information system solutions.

OR

B.   Consider developing the following business applications. Which systems development methodology will you recommend? Justify.
   (i)   A corporate website for a tour operator
   (ii)   Automating response to customer queries

II. A.   Discuss the relevance and utility of the following object-oriented design concepts.
   (i)   Encapsulation
   (ii)   Inheritance

OR

B.   Suppose you are a system analyst and you are entrusted with the responsibility of identifying the user requirements for an online reservation system to be built. Outline your approach and activities for this task.

III. A.   Explain the relational model of DBMS highlighting the features that led to its popularity in business applications.

OR

B.   Suppose you are managing the IT function in a medium-sized hotel. You are moving on from the phone/email based reservation to a real-time online reservation system. How would you go about this conversion?

IV. A.   Explain the steps involved in constructing a decision support system.

OR

B.   Discuss the applications of decision support systems in tourism and travel industry.

V.   A.   Explain the features and utility of a customer relationship management system.

OR

B.   A chain of hotels spread across different locations in India is considering implementing an ERP system. As a consultant, how would you help them to decide on 'to-go' or 'not-to-go' for ERP? What parameters would you consider in this decision making?

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