MBA (TRAVEL AND TOURISM) DEGREE III SEMESTER EXAMINATION NOVEMBER 2011

SMT 2306 MANAGEMENT INFORMATION SYSTEM

Time : 3 Hours

Maximum Marks : 50

(5 x 10 = 50)

I. A. Describe the prototyping approach to develop Information Systems. Explain the variations and limitations in prototyping approach.

OR

B. Consider developing the following business applications. Which Systems Developing Methodology will you recommend? Justify.

(i) A Corporate website for a Luxury Hotel
(ii) Automating a Business School's admission process

II. A. Discuss the relevance of the following Object-oriented design concepts:

(i) Information hiding
(ii) Abstraction

OR

B. Suppose you are a Systems Analyst and you are entrusted with the responsibility of identifying the user requirements for a Hotel Management software to be built, outline your approach and activities for this task.

III. A. Explain database normalization and the different normal forms.

OR

B. Compare between the different types of database management systems and outline their appropriateness for different business applications.

IV. A. Explain the taxonomy of Decision Support Systems (DSS) while mentioning their typical applications in tourism/travel industry.

OR

B. What are the components of a Decision Support System (DSS)? Outline the steps in designing a DSS.

V. A. Explain the objectives and tasks of Software project planning.

OR

B. Explain the enterprise application architecture indicating the major cross-functional enterprise applications and their interrelationships.

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