



P.O.Box 845-50400 Busia(K)

[principal@auc.ac.ke](mailto:principal@auc.ac.ke)

Tel: +254 741 217 185

+254 736 044 469

off Busia-Malaba road

**OFFICE OF THE DEPUTY PRINCIPAL  
ACADEMICS, STUDENT AFFAIRS AND RESEARCH**

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# **UNIVERSITY EXAMINATIONS 2020 /2021 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER REGULAR EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF HOTEL AND  
HOSPITALITY MANAGEMENT**

**COURSE CODE: BHM 314**

**COURSE TITLE: INFORMATION SYSTEMS IN THE HOSPITALITY  
INDUSTRY**

**DATE: 09/03/2021**

**TIME: 09.00am-12.00pm**

## **INSTRUCTION TO CANDIDATES**

- SEE INSIDE

## **INSTRUCTIONS TO CANDIDATES**

- i. Answer question **ONE** (compulsory) and any other **TWO** questions*
- ii. Maps and diagrams should be used whenever they serve to illustrate an answer*
- iii. Do not write on the question paper*

### **Question One( 3 marks)**

a)You have just been recruited as the new County Tourism Officer of Busia County. The County's tourism potential is not available online and you are determined to set up tourism website for the country. Describe three impacts of internet on tourism and hospitality.

(10 Marks)

b)Discuss three aspects on how ABC Hotel can apply Management Information System to create a competitive advantage. (10 Marks)

c) As an Information systems consultant you have been tasked with advising an upcoming restaurant on the importance of computerized inventory systems. Describe the advise you would present to the owner/manager of this restaurant. (10 marks)

### **Question two (20 marks)**

a)Describe five (5) Information Systems used in the hotel industry. (10 Marks)

b)Evaluate (5) challenges of Information Technology on tourism and hospitality industry. (10 Marks)

### **Question three (20 marks)**

a)You have been tasked with the role of explaining to shareholders of ABC Hotel the difference between the various back-of-the-house restaurant systems. describe with examples how your explanation would be. (10 marks)

b)Physical security are measures designed to deny access to unauthorized personnel from physically accessing a building, facility, resource, or stored information; and guidance on how to design structures to resist potentially hostile acts. Discuss the major areas of hotel security concerns. (5 marks)

### **Question four (20 marks)**

a)The innovation of E-commerce has changed how business owners market their products and services. Explain any five (5) benefits of E-Commerce to the hospitality and tourism industry. (5 Marks)

b) During a conversation a restaurant owner has vehemently said he can never install computer in his facility. Convince the restaurant owner on the importance of installing computers in his business. (10 marks)

**Question Five (20 marks)**

a) Rooms' management module being part of a Hotel reservation systems, commonly known as a central reservation system (CRS). Determine five functions performed by Rooms' management modules (10 marks)

b) Busia Group of hotels has been experiencing low bookings in the last few years. The top management has decided to embrace online marketing in their pursuit to stay afloat. Advise the hotel on the information system they should adopt and the components of that system.

(10 marks)

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