



**ALUPE UNIVERSITY**

**COLLEGE**

*Bastion of Knowledge...*

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OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

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## UNIVERSITY EXAMINATIONS

### 2019 /2020 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER REGULAR EXAMINATION

**FOR THE DEGREE OF BACHELOR SCIENCE IN COMPUTER**

**SCIENCE/BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BHM 314**

**COURSE TITLE: INFORMATION TECHNOLOGY IN HOSPITALITY**

**INDUSTRY**

**DATE: 09/12/2019**

**TIME: 9.00-12.00PM**

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### INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 4 PRINTED PAGES

PLEASE TURN OVER

## INSTRUCTIONS

1. Answer question one (compulsory) and any other two questions
2. Candidates are advised not to write on the question paper
3. Candidates must hand in their answer booklets to the invigilator while in the examinations room

## **QUESTION ONE**

- a) Define information system. (2 marks)
- b) Describe any FOUR components of information system (8marks)
- c) State three reasons for the late take-off of information technology in the Hospitality industry. (6 marks).
- d) Define the following terms: (6 marks)
- i. Information Technology
  - ii. Hospitality information system
  - iii. Management Information System
- e) Explain four of information management methods tied to the automation or support of human decision making. (8marks)

## **QUESTION TWO**

- a) Discuss any two types of hospitality industry technology systems. (4 marks)
- b) Explain four (4) different types of hospitality management systems. (8marks)
- c) Discuss four benefits of computerization. (8 marks)

## **QUESTION THREE**

- a) Explain three pitfalls in the use of computers. (6 marks)
- b) Briefly discuss the hotel property management system interfaces. (8 marks)
- c) Discuss three functions of the reservation module (6 marks)

#### QUESTION FOUR

- a) Explain the central reservation system and itemize the information normally stored in them (6 marks)
- b) Name the four components of an Marketing Information Systems. (4 marks).
- c) Explain any five the spheres of operation of event management computer system (10 marks)

#### QUESTION FIVE

- a) Discuss the following: (6 marks)
  - i. Marketing models
  - ii. Marketing intelligence system
  - iii. Marketing ideas and hotel sales.
- b) Mention the two types of IT in the food service industry (4 marks)
- c) Discuss restaurant point-of sale system and mention four users in a hotel. (4 marks)
- d) Discuss three areas of hotel security concern. (6 marks)