TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM MANAGEMENT

UNIVERSITY EXAMINATION FOR THE:

DIPLOMA IN HOTEL AND INSTITUTIONAL MANAGEMENT (DHIM M18)

BHC 2208:HOTEL INFORMATION SYSTEMS

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME:2HOURS

DATE:Pick DateAug2019

SECTION A (Answer all the questions)   30 POINTS

QUESTION ONE

a) Define the following:
   i)   Information
   ii) Hospitality Industry System
   iii) Hotel Property Management System
   iv) E-commerce
   v)   System   (10 marks)

b) Explain why Hotels invest in information systems.   (10 marks)

c) Explain 5(FIVE) Ways Hotels can encourage user generated content on Social Media.   (10 marks)

SECTION B (Answer only <u>TWO</u> questions)

QUESTION TWO

    a) Explain the functions of the reservation module. (10 Marks)

    b) Explain the different stages at which a system can be installed in a Hotel. (10 Marks)

                         (20 Marks)

QUESTION THREE

    Discuss the challenges faced in implementation, operation and maintenance of an information system.

                         (20 Marks)

QUESTION FOUR

    Explain the CRS and itemize the information normally stored in them.

                         (20 Marks)

QUESTION FIVE

    List and explain four (4) different types of hospitality management systems.

                         (20 Marks)