



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

BHH 4210: HOTEL PROPERTY MANAGEMENT SYSTEM

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2014

TIME: 2 HOURS

INSTRUCTIONS:

- Answer question **ONE (Compulsory)** in Section **A** and any other **TWO** questions in Section **B**.

This paper consists of Two printed pages

SECTION A (Compulsory)

QUESTION 1

Explain the Global Distribution System acquisition process.

(30 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

Discuss the Hotel Property Management System.

(20 marks)

QUESTION 3

Highlight the benefits of e-marketing.

(20 marks)

QUESTION 4

Another approach for describing information systems is proposed by Harsh and colleagues: **(20 marks)**

- a) Draw the types of information diagram.
- b) Describe the types of information providing meaningful hotel related examples.

QUESTION 5

Discuss and provide meaningful industry related examples for:

- a) The limitation of computerization. **(10 marks)**
- b) The implication of computerization. **(10 marks)**