



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF HOSPITALITY & TOURISM

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

EIT 4240 : MANAGEMENT INFORMATION SYSTEMS

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 2013

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

- a) State and explain four reasons why information systems are so Important for business today. **(8 marks)**
- b) Identify and describe the three levels of the organizational hierarchy. Which types of information systems serve each level. **(12 marks)**
- c) State and explain five characteristics of a good MIS in hospitality industry. **(10 marks)**

QUESTION 2

- a) Discuss the role of management information system in change management strategy in an organization. **(10 marks)**
- b) State and explain five categories of information processing tasks in the hospitality industry.
(10marks)

QUESTION 3

- a) With an aid of a diagram explain inter relationship among systems in MIS. **(8 marks)**
- b) Discuss SIX main characteristics of useful and effective information. **(12marks)**

QUESTION 4

- a) Explain FIVE forces model of porters framework **(10 marks)**
- b) Business firms invest heavily in information systems to achieve various strategic business objectives. Discuss.
(10 marks)

QUESTION 5

- a) What are the challenges posed by the existence of various types of information systems in the enterprise? And how can these challenges be addressed. **(12 marks)**
- b) Explain the most important tools and technologies for safeguarding information resources.
(8 marks)