



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY
EXAMINATIONS 2018/2019 ACADEMIC
YEAR
THIRD YEAR SECOND SEMESTER**

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT
BACHELOR OF HOTELS AND
HOSPITALITY MANAGEMENT**

**COURSE CODE: BHM 3108
COURSE TITLE: HOSPITALITY
INFORMATION**

SYSTEMS

**DATE: 24TH APRIL, 2019
1.00PM**

TIME: 11.00AM -

INSTRUCTIONS TO CANDIDATES

1. This paper contains FIVE questions. Answer question ONE (Compulsory) and any other TWO Questions
2. All optional questions carry equal marks
3. Write all your answers in the answer booklet

4. Time allowed; Two hours.

This paper consists of 2 printed pages. Please turn over.

[Question 1 (20 marks)]

a) Briefly explain the meaning of the following terms as applied in management of Information Systems.

(3 marks)

- i) Information Systems
- ii) Database management systems

b) Explain clearly any five (5) types of business information systems that can be used to enhance processes in Hospitality and Tourism sector. (10marks)

c) List down the four stages of data processing. (4marks)

d) Describe four models of e-commerce (6 marks)

e) Describe ways of ensuring that Hospitality Management System is stable and secure. (2 marks)

[Question Two (15 marks)]

a) Explain how businesses in the Hospitality and Tourism Industry can use internet, intranet and extranets to support their e-commerce activities. (5marks)

b) Describe in detail the different stages you go through when building a Management Information Systems (MIS) (10 marks)

[Question Three (15 marks)]

a) Briefly explain the meaning of the following terms:(3 marks)

- i) E- Commerce
- ii) Internet Commerce
- iii) Electronic Data Interchange (EDI)

b) Explain any five unique major features of e-commerce technology giving concrete examples of business significance in Hospitality. (10 marks)

c) Differentiate between Digital markets and Digital goods with reference to Hospitality and Tourism. (2 marks)

[Question Four (15 marks)]

a) Describe four (4) roles of Information Systems in Business Today (6 marks)

b) Describe the current trends in technology and how they affect hospitality industry (5 marks)

- c) State any four features to consider when purchasing a hotel Software
(4 marks)

[Question Five (15 marks)]

- a) What is Property Management System (PMS) (2 marks)
b) State and describe the functions of any four modules of a PMS
(8 marks)
c) State advantages of a PMS (3 marks)
d) What do you understand by the term '**ergonomics**'? Give examples to support your answer (2 marks).

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