



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2019/2020 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM, HOSPITALITY & LEISURE STUDIES
BACHELOR OF SCIENCE IN HOSPITALITY
MANAGEMENT**

**COURSE CODE: BHM 3105
COURSE TITLE: INFORMATION SYSTEMS FOR
HOSPITALITY MANAGEMENT**

DATE : 9TH DECEMBER 2019

TIME: 8.30 A.M. - 10.30 A.M

INSTRUCTIONS TO CANDIDATES:

Answer Question ONE and ANY Other TWO Questions.

QUESTION 1

- a) During a ceremony presided over by Cabinet Secretary, ICT, you hear him say that “Mobile computing renders all traditional IS/IT obsolete”. Discuss and justify the extent to which you agree with this statement (5 Marks)
- b) Explain the purpose of executive support systems, and state **four** of their characteristics (5 Marks)
- c) List any **five** candidate moral principles that can be used to guide ethical decisions (5 Marks)
- d) Discuss any **five** technology drivers of IT infrastructure evolution (5 Marks)
- e) Explain any **five** business models that have been brought about by internet technologies. (5 Marks)
- f) Business world-over are increasingly investing in telecommunications and networks. Discuss any **five** business value impacts of the telecommunications and networks (5 Marks)

QUESTION 2

- a) Identify and describe important features of organizations that managers need to know about in order to build and use information systems successfully (10 Marks)
- b) Discuss any **two** enterprise applications. In your discussion include the following: a short description about the system, benefits of the application, & challenges in building the application (10 Marks)

QUESTION 3

- a) Describe the main moral dimensions of an information society (10 Marks)
- b) In your own words, explain any **five** reasons why information systems need special protection from destruction, error, and abuse (10 Marks)

QUESTION 4

- a) Unsuccessful Information systems projects are more likely than successful projects. Explain any **five** reasons for this trend (10 Marks)
- b) Many organizations nowadays store their data in databases as opposed to using traditional files. Explain in your words, any **five** problems associated with the traditional file environment. (10 Marks)

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