ALUPE UNIVERSITY COLLEGE

...Bastion of Knowledge....

OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

UNIVERSITY EXAMINATIONS

2021 /2022 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER <u>REGULAR</u> EXAMINATION

BACHELOR OF HOTEL AND HOSPITALITY MANAGEMENT

COURSE CODE: BHM 314

TITLE:COMPUTER APPLICATION IN HOSPITALITY INDUSTRY

DATE: 27/01/2022   **TIME: 9.00AM-12.00PM**

<u>INSTRUCTION TO CANDIDATES</u>

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INSTRUCTIONS

Answer **Question ONE** (compulsory)

And any other TWO **Questions**

Question one

a) Define information system and state the components of information system **(4marks)**

b) State a major reason for the late take-off of information technology in the Hospitality industry **(4marks)**

c) Define the following terms: **(3marks)**
    i.   Information system

    ii.   Hospitality information system

    iii. Management information system.

d) Explain the group of information management methods tied to the automation or support of human decision making. **(4marks)**

e) What is hospitality industry system and List the components of hospitality industry system. **(4marks)**

f) List the components of hospitality industry technology and give a diagrammatic representation of these components. **(4marks)**

g) State and explain the hospitality management software **(4marks)**

h) Discuss any two types of hospitality industry technology systems. **(4marks)**

Question two

a) List and explain four (4) different types of hospitality management systems. **(3marks)**

i.   List the hotel property management system interfaces. **(2marks)**

ii.   What are the functions of property management system in hospitality industry? **(3marks)**

iii. Briefly discuss the hotel property management system interfaces. **(3marks)**

iv.   What are the front office applications in hospitality industry? **(3marks)**

b) What are the functions of the reservation module in hospitality industry? **(3marks)**

c) Explain what is a room 's management module in hospitality industry? **(3marks)**

Question three

a) Explain the guest account module in hospitality industry. **(4marks)**

b) Discuss the functions of the reservation module in hospitality industry. **(4marks)**

c) Explain the central reservation system and itemize the information normally stored in them. **(4marks)**

d) What is sales management system in hospitality industry? **(4marks)**

e) What attributes should sales staff base their search on in hospitality industry? **(4marks)**

Question four

a) Explain what is marketing information system and List the components of marketing information system in hospitality industry. **(4marks)**

b) Discuss event management in hospitality industry in relation to information system **(4marks)**

c) Name the four components of an MIS. **(2marks)**

d) List the spheres of operation of event management computer system and discuss any five (5) of them. **(4marks)**

e) Discuss the following in hospitality industry in relation to information technology **(6marks)**

   i. Marketing models

   ii. Marketing intelligence system;

   iii. Marketing ideas and hotel sales.

Question five

a) List front-of-the-house systems. **(2marks)**

b) Explain what is a point-of-sale system in hospitality industry **(4marks)**

c) Explain what do the back-of-the-house systems consist of in hospitality industry **(4marks)**

d) Mention the two types of IT in the food service industry and list their various components.
   (4marks)

e) Discuss restaurant point-of sale system and mention the users in a hotel   **(6 marks)**