



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

INSTITUTE OF OPEN, DISTANCE AND E-LEARNING

**SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
SCIENCE (TOURISM MANAGEMENT)**

BTM 154: INTRODUCTION TO COMPUTER APPLICATIONS IN TOURISM

DATE: FRIDAY, 12TH JULY 2013

TIME: 11.00 A.M. – 1.00 P.M.

INSTRUCTIONS:

1. Answer ALL questions in SECTION A and ANY TWO questions in SECTION B.
2. All questions in Section B carry equal marks.
3. Kenyatta University regulations regarding examinations apply.

SECTION A

QUESTION ONE

Masaku International Hotels and Resorts is seeking to adapt an integrated Hotel Management System within their chain of hotels and resorts. Discuss:-

- a) The categories of system applications for the hotels and their critical functions. (10 marks)
- b) Differentiate between hotel-specific applications and ancilliary systems. (10 marks)
- c) Yield management systems vs Reservation systems. (10 marks)

SECTION B

QUESTION TWO

Discuss the different types of telecommunications satellite media, clearly indicating their applications in tourism and hospitality organizations. (20 marks)

QUESTION THREE

Explain, giving relevant examples FOUR main levels of e-commerce applications in hospitality and tourism. (20 marks)

QUESTION FOUR

- a) What are the advantages and disadvantages of implementing intranets for hospitality workers to use? (10 marks)
- b) Do you think intranets can enhance productivity? (10 marks)

QUESTION FIVE

Using the productivity model, discuss how hospitality organizations can improve their hospitality operations, productivity and efficiency. (20 marks)

QUESTION SIX

You are a hotel manager and you notice that the accounting office and the property management system are independent of each other. Your possible alternatives are to scrap both systems and buy a new interfaced network, use the existing system and force front office personnel to post data manually for the accounting office to use, or purchase network software and modify it to accommodate both systems. How would you evaluate each alternative. (20 marks)
