



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2014/2015

DIGITAL SCHOOL OF VIRTUAL & OPEN LEARNING

**FIRST SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF
SCIENCE (TOURISM AND HOSPITALITY MANAGEMENT)**

HTM 801: HOSPITALITY MANAGEMENT INFORMATION SYSTEMS

DATE: SUNDAY 21ST DECEMBER 2014 TIME: 9.00 A.M. – 12.00 P.M.

INSTRUCTIONS

- i) Answer ALL Questions**
- ii) This examination carries 60 points**

1. Analyse five (5) social and ethical challenges of information technology facing managers in the hospitality and tourism industry today. (20 marks)
2. By use of industry specific examples, discuss how the use of information technology has been applied in the hospitality and tourism industry to leverage competitive advantage. (20 marks)
3.
 - a) Detail the five (5) phases of a systems development lifecycle for a hospitality and tourism enterprise. (10 marks)
 - b) Discuss the four (4) steps of implementation activities when an organization is considering implementing a business system (10 marks)