



UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF DIPLOMA IN
TOURISM AND HOTEL MANAGEMENT**

DTHM 0161: COMPUTER APPLICATIONS IN HOSPITALITY

STREAMS: DTHM Y1S2

TIME: 2 HOURS

DAY/DATE:.....

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INSTRUCTIONS:

- Answer question **ONE** and **TWO** other questions
- Do not write anything on the question paper
- This is a **closed book exam**, No reference materials are allowed in the examination room
- There will be **NO** use of mobile phones or any other unauthorized materials
- Write your answers legibly and use your time wisely.
- Marks are awarded for clear and concise answers.

SECTION A

QUESTION ONE (30 Marks)

- a. Define computer software. (2marks)
- b. The use of information technology in the hospitality industry has grown tremendously. Explain three benefits it has introduced in the industry. (6marks)
- c. Outline four advantages of a database. (4marks)
- d. What application software would you use for simple accounting in a small hotel? Justify your answer. (3marks)
- e. A five-star hotel at the coast has introduced the use of E-Commerce. Explain **two** challenges that the hotel may face. (4marks)
- f. Briefly explain two precautions a tourist should take before making payments online (4 Marks)
- g. Describe three types of systems that may be used in the hospitality and tourism sector (6 marks)
- h. State one example of a hardware on device (1mark)

SECTION B (Answer any TWO questions)

QUESTION TWO (20 Marks)

- a. Tourism as an industry has three major components i.e Attraction, Accommodation and Transport. Giving examples, elaborate how ICT can be used to better service provision in the three components. (10marks)
- b. Wazuri hotel has implemented a system for its operations. Discuss five **measures** the hotel could put in place to secure its data. (10marks)

QUESTION THREE (20 Marks)

- a. Desktop publishing has found use in the hospitality and tourism industry discuss four documents generated using desktop publishing programs (8marks)

- b. Differentiate between LAN, MAN and WAN giving an example in each case. (6 marks)
- c. Discuss the impacts of social networks in the hospitality industry. (6 marks)

QUESTION FOUR (20 Marks)

- a. Discuss the application of the following system in the Hospitality and Tourism Industry
 - i. menu engineering systems (4marks)
 - ii. event management system (3marks)
 - iii. dietary analysis systems (3marks)
- b. Digital Marketing is a fast-growing phenomenon in the world today. Briefly explain FIVE benefits of digital marketing to the tourism and hospitality sector (10marks)

QUESTION FIVE (20 Marks)

- a. Explain the considerations to factor in the selection of a PMS. [6 marks]
- b. Compare any THREE popular travel reservation systems operating in Kenya. [8 marks]
- c. Describe the three components of the central processing unit. (6 marks)