CHUKA   **UNIVERSITY**

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DOCTOR OF PHILOSOPHY IN HOSPITALITY

PHOM 931: ADVANCED HOSPITALITY IN INFORMATION SYSTEMS AND ANALYSIS

STREAMS: PHOM Y1B1   **TIME: 3 HOURS**

DAY/DATE: WEDNESDAY 07/04/2021   **8.30 A.M. – 11.30 A.M.**

SECTION A: ANSWER ALL QUESTIONS (20 MARKS)

1. Briefly explain the broad categories of Management Information Systems.   (5 marks)

2. Discuss the process of systems development using the insourcing approach. (5 marks)

3. Using your own examples briefly describe the organization of a database.   (5 marks)

4. Briefly explain various measurements that can be used in assessing the performance of hospitality information systems.   (5 marks)

SECTION B: CHOOSE ANY TWO QUESTIONS IN THIS SECTION (40 MARKS)

5. Efficiency of hotel business communication is usually controlled at the front office. Adequate linkages of front office systems with enterprise resource planning systems further determine the ability of front office to share intelligence with backroom operations. You have been approached to develop an efficient front office information system for Sirma Hotel- a new 4 star hotel in Wajir. Discuss the structure of the information systems that you would develop.   (20 marks)

6. a. Agile technologies have proved to support better productivity for services and process development in many upcoming hotels. Discuss the comparative advantage of the agile manifesto over other software development methodologies. (10 marks)

   b. Discuss the methods of integrating information technology in hospitality product and process designs. (10 marks)

7. a. Internal and external communication of a hotel is faced with many challenges. Failure to communicate with employees and external partners hinders market knowledge making it difficult to initiate strategic decision making. Apply your learnt knowledge to discuss feasible solutions to the existing barriers of hotel business communication in Kenya.

   (10 marks)

   b. Discuss the emerging research themes in hospitality information systems in the last 5 years. (10 marks)

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