

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DOCTOR OF PHILOSOPHY IN
HOSPITALITY MANAGEMENT**

PHOM 932: ELECTRONIC BUSINESS IN HOSPITALITY

STREAMS: PHOM (Y1B2)

TIME: 3 HOURS

DAY/DATE: WEDNESDAY 21/07/2021

2.30 P.M. – 5.30 P.M.

INSTRUCTIONS:

- (a) Answer ALL the questions in Section A
- (b) Choose ANY TWO questions in Section B

SECTION A: (20 MARKS)

1. Briefly explain the main software packages that form the electronic commerce system. (5 marks)
2. Highlight the opportunities that have emerged from linking hotel websites with social media platforms. (5 marks)
3. Briefly explain the reasons why use of phone and agent websites have become more popular than Internet Distribution System in selling of hospitality packages in Europe. (5 marks)
4. Briefly explain the resources required in the development of an ecommerce platform/website. (5 marks)

SECTION B (40 MARKS)

5. You have been consulted to advice on the ideal website design features that a new hotel in Chuka should adopt in order to gain competitive advantage.
 - a) Explain the functional difference between C2C and B2C structures of website design. (10 marks)

- b) Discuss various parameters that can be used to evaluate the quality of website design. (10 marks)
6. Ecommerce evaluations provide important metrics that can be used to collect data and process information that managers can rely on for decision making. However, tracking of e-commerce platforms is challenging without an understanding of conventional measurement models.
- a) Discuss the key elements of the Technology Acceptance model. (10 marks)
- b) Explain the main features of the Analytical Hierarchy processing. (10 marks)
7. Electronic commerce systems enable a company distribute its packages conveniently to the guests while supporting the broad organizational goal of profit making. Relating the elements of an e-commerce system with the broad organizational interest is therefore inevitable for an effective ecommerce management strategy.
- a. Explain the main dimensions of productivity and efficiency in electronic commerce systems. (10 marks)
- b. Explain the future opportunities of using personal websites in the promoting hospitality products. (10 marks)
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