

CHUKA



UNIVERSITY

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: TUESDAY 30/03/2021

2.30 P.M. – 4.30 P.M

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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 each of the following terms as used in computer applications.
  - i. Data (2 marks)
  - ii. Operating System (2 marks)
  - iii. Computer hardware (2 marks)
- b. List three uses of Word Processing packages in the Hospitality and Tourism Industry (3 marks)
- c. Describe four types of systems that may be used in the hospitality and tourism sector. (8 marks)
- d. The use of information technology in the hospitality industry has grown tremendously. Explain the benefits it has introduced in the industry. (6 marks)

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- e. Describe two ways of booting a computer. (4 marks)
- f. Outline the advantages of a database. (3 marks)

### **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. (10 marks)
- b. Describe the three components of the central processing unit. (6 marks)
- c. Differentiate between Intranets and Extranets (4 marks)

#### **QUESTION THREE (20 MARKS)**

- a. Digital Marketing is a fast-growing phenomenon in the world today. Briefly explain FIVE benefits of digital marketing to the tourism and hospitality sector. (10 marks)
- b. Mary, a manager at HillSide hotel would like to acquire new software for the hotel. Explain five factors that she would consider. (10 marks)

#### **QUESTION FOUR (20 MARKS)**

- a. Describe four features of a good hotel website. (8 marks)
- b. Briefly explain two precautions a tourist should take before making payments online (4 marks)
- c. Discuss the impacts of social networks in the hospitality industry. (8 marks)

#### **QUESTION FIVE (20 MARKS)**

- a. Ukunda hotel has implemented a system for its operations. Outline four measures the hotel could put in place to secure its data. (8 marks)
- b. Desktop publishing has found use in the hospitality and tourism industry discuss four documents generated using desktop publishing programs (8 marks)
- c. Differentiate between LAN and WAN giving an example in each case. (4 marks)