CHUKA   **UNIVERSITY**

UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF DIPLOMAIN TOURISM AND HOTEL MANAGEMENT

DTHM 0151: COMPUTER APPLICATIONS IN HOSPITALITY

STREAMS: DTHM Y1S2, Y2S1, Y2S2   **TIME: 2 HOURS**

DAY/DATE: THURSDAY 7/12/2017   **8:30AM – 10:30 AM**

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.**

QUESTION ONE (30 Marks)

a. Briefly explain the meaning of the following terms: (4 Marks)
  i. Browser
  ii. Uniform Resource Locator
  iii. Internet
  iv. World Wide Web

b. Distinguish between application software and system software.   (2 Marks)

c. Using a well-labelled diagram, show the architecture of a microcomputer (7 Marks)

d. Name any TWO examples of secondary storage devices   (2 Marks)

e. Explain the relevance of learning computer applications to a tourism and hospitality student   (2 Marks)

f. Computers can malfunction and crash causing loss of data and information. State any FIVE precautions one needs to take to prevent this.   (5 Marks)

g. State any THREE advantages of presentation graphics software   (3 Marks)

h. According to you, discuss how the Kenyan government can use computers to boost local tourism and boost employment in the hospitality sector. (3 Marks)

i. Provide TWO examples of utility software (2 Marks)

SECTION B (Answer any TWO questions)

QUESTION TWO (20 Marks)

a. Discuss the application of ICT in the following sectors: (8 Marks)
- i. Transport Sector
- ii. Accommodation Sector
- iii. Attractions Sector
- iv. Catering Sector

b. Travel agencies are performing this indispensable task of being intermediaries by the use of computers. Discuss TWO examples of computer systems that help them to perform their task. (4 Marks)

c. You have been hired by a tour company to do promotion, sales and marketing of their tourism packages. Describe TWO kinds of computer software that you would use in your responsibilities. (4 Marks)

d. Explain TWO issues with respect to security in ICT information transfer. (2 Marks)

e. List TWO goals on tourism on the Kenya Vision 2030 blueprint (2 Marks)

QUESTION THREE (20 Marks)

a. Computers can be classified according to purpose, technology used and size. Discuss the classification of computers according to size. (10 Marks)

b. Briefly explain how each of the following social networks and informal ICT systems can be used in promoting tourism. (6 Marks)
- i. Twitter
- ii. Facebook
- iii. Trip Advisor
- iv. Blog sites
- v. Chat Rooms

c. List FOUR examples of Internet Distribution Systems (4 Marks)

QUESTION FOUR (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. Kenya aims to be among the top ten long-haul tourist destinations globally. Describe THREE tourism goals outlined in Vision 2030 and explain how computers can be used in achieve these goals. (10 Marks)

QUESTION FIVE (20 Marks)

a. Briefly explain each of the following innovative trends of ICT in tourism   (10 Marks)

       i. Collaborative Filtering
      ii. Computer Reservation System
    iii. Destination Management System
    iv. Global Distributed System
     v. Geographical Information System

b. State and explain FIVE limitations in the use of ICT in tourism and hospitality.   (10 Marks)