

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN COMPUTER SCIENCE

BTHM 351: COMPUTER APPLICATIONS IN HOSPITALITY

STREAMS: BTHM Y3S1

TIME: 2 HOURS

DAY/DATE: TUESDAY 5/12/2017

11.30 A.M – 1.30 P.M

INSTRUCTIONS:

- **Answer QUESTION ONE and any other TWO questions.**
- **This is a CLOSED BOOK exam. No reference materials are allowed in the exam room.**
- **No mobile phone allowed in the exam room (*make sure to switch it off and leave it with the invigilator if you carried one*).**
- **Write your answers legibly and use your time wisely**

SECTION A (COMPULSORY)

Question One (Compulsory) (30 marks)

- a) Describe the general information processing cycle using a diagram. [4 marks]
- b) Outline the advantages of a database. [5 marks]
- c) Discuss ethical issues in IT for hotel reservation systems. [6 marks]
- d) Define computer hardware. [2 marks]
- e) What application software would you use for simple accounting in a small hotel? Justify your answer. [4 marks]
- f) Discuss the main IT transactions that happen at the Front Office. [6 marks]
- g) Outline the advantages of computer networks. [3 marks]

SECTION B (Answer any TWO questions from this section)

Question Two (20 marks)

- a) Discuss the basic modules of a PMS. [10 marks]

- b) Conceptualize the following scenario. A Three Star hotel has a bed capacity of 80 offering accommodation in Deluxe, Premium and Standard categories. It has staff in form of managers, room attendants and waiters. The hotel also serves food and beverages. Design a simple database for the hotel clearly showing the tables, primary keys and sample data. [10 marks]

Question Three (20 marks)

- a) Explain the considerations to factor in the selection of a PMS. [6 marks]
b) Distinguish between *system software* and *application software*. [2 marks]
c) Distinguish between *tables*, *queries* and *relationships* as used in databases. [6 marks]
d) Discuss THREE important application software for the Front Office. [6 marks]

Question Four (20 marks)

- a) Compare any THREE popular travel reservation systems operating in Kenya. [6 marks]
b) Outline the characteristics of primary memory. [4 marks]
c) Explain how the hospitality industry can leverage on the internet for visibility, efficiency, competitive edge, marketing and sales. [10 marks]

Question Five (20 marks)

- a) Discuss modern technology players have embraced in F & B management. [8 marks]
b) Discuss the impacts of social networks in the hospitality industry. [4 marks]
c) Outline the steps to constructing a good database. [4 marks]
d) Outline the characteristics of primary memory. [4 marks]
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