M.Sc. INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMENT

Type: Semester End Assessment   Date: Monday, 06 June 2022

Semester: 2   Total Marks: 60   Time Duration: 3 Hours

Course Name: Management Information Systems in Hospitality
Course Code: MHC211   Instructor: Nisha Raj Nair

This paper contains 02 pages in addition to the cover page.

Name: _____   Student Number: _____   Class: _____

Marks Obtained: _____ Faculty Signature: _____ Invigilator Signature: _____

Main Answer sheet	Number of Supplements	Total number of Answer sheets
01		

- Carefully read each question at the outset of the paper. All queries must be addressed to the faculty within the first 10 minutes of the examination.
- Students are expected to maintain complete silence in the examination hall and avoid interacting or communicating with their peers.
- Students must enter the examination hall 10 minutes prior to the scheduled time of the examination.
- Students will carry only their essential Books, notes, pens, pencils, calculators and scales into the examination hall.
- Bags, eatables, drinks, etc. will not be allowed inside the hall with the exception of a bottle of water.
- Cell phones and beeping watches are prohibited in the examination hall. The usage of electronic data banks is prohibited.
- Students will answer the examination with only blue/ black ball point pens unless informed differently by faculty. Avoid usage of green or red ink pens on the answer sheet.
- Dictionaries will not be allowed into examination hall unless informed differently by faculty.
- Students will not be permitted to exit the examination hall 30 minutes prior to end time of an examination. A student leaving the room will have to return his/her paper to the faculty and the paper will be considered as completed.
- Students may be permitted to take a break under exceptional circumstances only if accompanied by an invigilator.

All Questions are Compulsory

I. 'The Green Villa' is an old 4 star property in town with 60 rooms, 3 restaurants, swimming pool and a spa. They cater to both corporate as well as leisure clientele. They have been using a very primitive hotel management software which helps them in their room reservation and billing process. The restaurants and spa follow a manual billing system. However, they have been facing a lot of issues with the integration of the 2 systems.

a) What would you advice the owner to change in the overall management of the hotel. **(4 marks)**

b) Would using a POS be beneficial for the hotel? How? **(4 marks)**

c) What would be the requirements for integration of a POS to a hotel software. **(4 marks)**

II. Mr. Manoj Naik runs a travel n tour company in the city. It was started around 6 years back, and now has grown to having branches in other cities as well. Also the number of employees working for the travel agency has increased considerably. Initially the entire salary generation process of these employees was done using a very basic spreadsheet software. But now with more employees and more benefits provided for them, Mr. Manoj will have to provide his HR department with a good information system for the task.

a) Identify and explain the type of Information System that is suitable for the above task. Also explain the role of this system in above travel n tour company **(5 marks)**

b) Discuss briefly a Typical system and its characteristics. **(3 marks)**

c) Explain the classification of Information based on its application. **(4 marks)**

III. 'Mild Dew' is a newly inaugurated boutique hotel. It is an artistically designed hotel with 16 rooms situated close to the beach. They have all the resources in place to handle room reservation and other hotel process management to be done throughout the day. Managing the hotel during the night is a task that they need to focus yet.

a) Explain to them the need for night auditing and its importance . **(3 marks)**

b) What according to you would be the challenges faced by a night auditor in such a scenario, and what capabilities do you think should a night auditor have. **(4 marks)**

c) Also suggest any 5 major night audit reports generated by the PMS, to be maintained by the auditor along with the necessary contents of it. **(5 marks)**

IV. Mr. Nathan DSouza is a proud owner of a 55 room, 4 star business property in the city. His hotel offers the best service to corporate clientele in the country. However he now wants to expand his customer base overseas.

a) Discuss with him the concept of hotel distribution and the various distribution channels available. **(4 marks)**

b) Is connecting to a GDS the best option for his hotel? If yes, explain to him the benefits of it. **(4 marks)**

c) According to you what distribution strategy should he follow. **(4 marks)**

V. Room division is considered the "center" of hotel activity.

a) Explain the importance of rooms division in the context of the above statement. **(3 marks)**

b) What does the Rooms division of a hotel comprise of? Explain in short **(4 marks)**

c) Describe briefly some of the features of Information Systems for Rooms Division Management. **(5 marks)**

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