V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

M.Sc. INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMENT

Type: Semester End Assessment   Date: 25/05/2023

Batch and Semester: 2022-2024 & 2   Total Marks: 40   Time Duration: 2 Hours

Course Name: Management Information Systems in Hospitality   Course Code: IHT-504

Instructor: Nisha Raj Nair

This paper contains 01 page in addition to the cover page.

Full Name of the Student: _____

Permanent Registration 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 should not interact or communicate with their peers.
- Students will carry only their essential stationery like pens, pencils, ruler and simple calculators 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, electronic data banks, scientific calculators and smart/beeping watches are prohibited in the examination hall.
- 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.

All Questions are Compulsory

Q. 1. 'Waves' is a newly inaugurated boutique hotel. It is an artistically designed hotel with 15 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. **(03 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. **(04 Marks)**

    c. Also suggest any 3 major night audit reports generated by the PMS, to be maintained by the auditor along with the necessary contents of it. **(03 Marks)**

Q. 2. Mr. Nash Pinto owns a 75 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. **(04 Marks)**

    b. Is connecting to a GDS the best option for his hotel? If yes, explain to him the benefits of it. **(04 Marks)**

    c. According to you what distribution strategy should he follow? **(02 Marks)**

Q. 3. Room division is considered the "center" of hotel activity.

    a. Explain the importance of rooms division in the context of the above statement. **(03 marks)**

    b. What does the Rooms division of a hotel comprise of? Explain in short **(04 marks)**

    c. Describe briefly some of the features of Information Systems for Rooms Division Management. **(03 marks)**

Q. 4. Answer the following in detail **(Any 2)** **(5*2 = 10 marks)**

    a. Explain briefly the types of POS tools based on functionality and mobility.

    b. 'Guest history module plays a vital role in guest-hotel interactions.' Explain with examples.

    c. How does the Herbert Simon Decision Making model provide a conceptual design of decision making in MIS.

<center>---The End---</center>