



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
FACULTY OF AGRICULTURAL SCIENCES  
SECOND SEMESTER EXAMINATION  
JANUARY/FEBRUARY, 2018**

**COURSE TITLE: HOSPITALITY INFORMATION SYSTEMS**

**COURSE CODE: HCM 432**

**INSTRUCTION: Answer Compulsory question number one and any other three**

**TIME: 2 Hours**

**Question 1 (25Marks)**

In the Concept of Hospitality Information System;

- A. Discuss the relevance of E-mail Marketing in Hotel Services. **11mks**
- B. State four Easy steps to conducting effective E-mail marketing. **8mks**
- C. Discuss Effectiveness of the internet as a marketing toll in the Hospitality industry. **6mks**
- D. The role of Hotel Property Management System in Hospitality Management **10mks**

**Question 2 (15Marks)**

Explain 3 of the following terms **5mks each**

- i. information system.
- ii. Hospitality information (HIS).
- iii. Management information systems
- iv. Discuss the relevance of Hospitality management system in running a Hotel Business.

**Question 3: (15marks)**

- a. How does technology Enhance Efficiency in housekeeping operation?  
**3mks**
- b. Explain how Mobile technology aids human resource management?  
**6mks**

- c. Highlight the use of Kitchen Display System in Hotel Service on Hotel Services. **6mks**

**Question 4 (15 Marks)**

- (a) Definition of inventory control and state the reasons for applying inventory control. **2mks**
- (b) Discuss the three major Approaches to Inventory Control. **5mks**
- (c) What is a Sales Management System? List at least its five special functions. **8mks**

**Question 5 (15marks)**

- a. Mention the two types of Information Technology (IT) Systems in the food service industry and their various components. **5mks**
- b. Discuss restaurant point of the sale system and their users in a hotel. **5mks**
- c. List at least five benefits of Inventory Control in hotel management **5mks**

**Question 6 (15marks)**

The internet communication system has come and revolutionized the world making the earth global village.

- a. Briefly discuss “The rise of the Internet”. **9mks**
- b. Discuss with points the benefits and the negative effects of this unique information system to the socio economic of society and individual lives. **6mks**