

MACHAKOS UNIVERSITY COLLEGE

DEPARTMENT OF INFORMATION TECHNOLOGY

BACHELOR OF HOSPITALITY AND TOURISM

**HTM 302: MANAGEMENT OF INFORMATION SYSTEMS IN HOSPITALITY AND
TOURISM**

April 2015 Exam

TIME: 2 HRS

INSTRUCTIONS: Answer question 1 and any other two questions

Question One (30 Marks)

- a) Give a concise definition of a “Management Information System” (2 marks)
- b) Outline four characteristics that make information more valuable for decision making to an Organization (4 marks)
- c) Explain why information systems are so essential in business today (6 marks)
- d) Briefly explain what is meant by an e-business strategy? Discuss the impact on the business information systems function if the organization decided to develop an e-business strategy. (8 marks)
- e) Evaluate the role played by systems serving the various levels of management in a business and their relationships to each other. (4 marks)
- f) Explain three policy issues that should be put in place to reduce viruses from attacking your network. (6 marks)

Question Two (20 Marks)

- a) Explain why managers at various levels of organizations have different information needs? (6 marks)
- b) With the help of a sample organization of your choice, describe in which ways an information technology can be instrumental in business work today. (14 marks)

Question Three (20 Marks)

- a) A manager in one of our local existing organization has approached you having realized that you have skills in MIS. The organization wants to acquire and implement a new system. As an expert in system development, kindly advise him/ her on the following;
- i. How to introduce this new development (5 marks)
 - ii. The steps she/he needs to undergo in order to bring about this change (SDLC), concisely and cogently without omissions (15 marks)

Question Four (20 Marks)

- a) Explain the functions and roles of the following information systems found in organizations
- i. DSS
 - ii. MIS
 - iii. EXECUTIVE SUPPORT SYSTEM
 - iv. KNOWLEDE WORK SYSTEMS
 - v. EXPERT SYSTEMS (10 marks)
- b) Describe the relationship between the information systems in (a) above to each other. (2 Marks)
- c) Explain four moral dimensions of an information society. (8 Marks)

Question Five (20 Marks)

- a) Define the term data security (2 marks)
- b) Discuss the following intellectual property rights: (6 marks)
- i. Copyrights
 - ii. Trademarks
 - iii. Patent
- c) Why is it important to implement Artificial intelligence in business today (4 marks)

- d) Organizations are not always able to perform their own business information systems functions and some businesses prefer not to do so for various reasons. The solution for some is outsourcing.
- i. Briefly explain the concept of information systems outsourcing (2 marks)
 - ii. Critically discuss the success factors of information systems outsourcing (6 marks)