



NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
MARCH/APRIL 2016 EXAMINATION
SCHOOL OF AGRICULTURAL SCIENCES

COURSE TITLE: HOSPITALITY INFORMATION SYSTEMS

COURSE CODE: HCM432

INSTRUCTION: Answer question number one and any other three

TIME: 2 ½ Hours

Question 1 (25Marks)

- A. Discuss Effectiveness of the internet as a marketing toll in the Hospitality industry.
- B. Explain effective E-mail Marketing.
- C. State four Easy steps to conducting effective E-mail marketing

Question 2 (15Marks)

Define the following terms

- i. information system
- ii. Hospitality information (HIS).
- iii. Management information systems

Question 3: (15marks)

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

Question 4 (15 Marks)

- (a) Definition of inventory control and state the reasons for applying inventory control.
- (b) Discuss the three major Approaches to Inventory Control

Question 5 (15marks)

- a. Mention the two types of IT in the food service industry and their various components.
- b. Discuss restaurant point of the sale system and their users in a hotel.

Question 6 (15marks)

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

Discuss with points the benefits and the negative effects of this unique information system to the socio economic of society and individual lives.