



FACULTY OF BUSINESS MANAGEMENT
END OF SEMESTER EXAMINATIONS - APRIL 2025

PROGRAMME: BTHM

YEAR/SEM: YEAR 3/SEMESTER 2

COURSE CODE: BTHM 3202

NAME: COMPUTERIZED RESERVATION SYSTEM

DATE: 2025-04-16

TIME: 2:00-5:00PM

INSTRUCTIONS TO CANDIDATES:

1. Read the instructions very carefully
2. The time allowed for this examination is STRICTLY three hours
3. Read each question carefully before you attempt and allocate your time equally between all the Sections
4. Write clearly and legibly. Illegible handwriting cannot be marked
5. Number the questions you have attempted
6. Use of appropriate workplace examples to illustrate your answers will earn you bonus marks
7. Any examination malpractice detected will lead to automatic disqualification.

DO NOT WRITE ANYTHING ON THE QUESTION PAPER

Section A Section A is compulsory

Question 1:

Case Study: A travel agency, "TravelDelight," wants to implement a Computer Reservation System (CRS) to improve its booking efficiency and customer service. The agency currently relies on manual booking processes, which result in errors, delays, and lost sales. By implementing a CRS, TravelDelight aims to access real-time inventory, prices, and availability of flights, hotels, and car rentals, and provide customers with instant confirmations and personalized travel packages. Analyze the benefits and limitations of CRS in the travel industry and provide recommendations for TravelDelight's successful implementation.

Questions to Address:

- (a) Examine the benefits of implementing a Centralized Reservation System (CRS) for Travel Delight (10 marks)
- (b) Examine the potential limitations or challenges of implementing a CRS for Travel delight (10 marks)
- (c) Describe the benefits travel Delight is likely benefit by implementing CRS (10 marks)
- (d) Examine the contribution of the Global Distribution (GDS) System to the development of the tourism industry (10 marks)

Section B Select any THREE (3) Questions from this Section (60 Marks)

Question 1:

Explain the importance of online booking security in the hospitality industry, and provide recommendations for hotels to secure their online booking systems (20 marks)

Question 2:

- (a) Discuss the benefits and challenges of online airport check-in (14 marks)
- (b) Describe how the above challenges can be mitigated (6 marks)

Question 3:

- (a) Examine the benefits and limitations of using biometric security systems in the tourism industry (10 marks)
- (b) Compare and contrast different types of biometric security systems used in the tourism industry (10 marks)

Question 4:

- (a) Analyze the impact of cybersecurity on the hospitality industry, and provide recommendations for hotels to protect guest data and systems (10 marks)
- (b) Explain the concept of tourism security technology and its importance in protecting tourists and destinations (10 marks)

Question 5:

- (a) Discuss the use of automated teller machines (ATMs) in the tourism industry, including their benefits and security concerns (10 marks)
- (b) Analyze the role of surveillance and monitoring technologies in tourism security, including CCTV systems, remote sensors, and drone surveillance (10 marks)

Question 6:

- (a) Examine the different types of CCTV systems, and how are they used in the tourism and hospitality industry.
- (b) Discuss the importance of regular system updates and maintenance in ensuring the security and reliability of online reservation systems.