UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II – Semester VII)

Examination – July 2016

HLM 2204-Managing Technology In Hospitality Industry

Two (02) Hours

Answer FOUR (04) Questions including Question 1

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1. Mr. Nilanga Ranasinghe, front office manager, and Mr. Prabhath Amarasinghe, director of marketing and sales, have just returned from a computer conference at which they were able to look at the latest Property Management Systems (PMS) for their hotel. Mr. Nilanga is enthusiastic about updating and adopting front office applications for reservations, room status, housekeeping and night audit. Mr.Prabhath is sure the marketing and sales applications will help his department to be more efficient.

   i. What would you suggest they do prior to discussing this issue with Mr. Ariyapala Hewage, general manager of the Times Hotel?   (03 Marks)

   ii. Mr. Nilanga is willing to learn more about the system development process. How would you explain the steps in system development process to Mr. Nilanga.   (05 Marks)

   iii. What are the alternative system building methods?   (02 Marks)

   iv. Assuming Mr. Ariyapala is willing to consider the purchase of PMS, how should Mr.Nilanga and Prabhath proceed?   (03 Marks)

   v. Whom should they include in developing a PMS adoption plan and why?   (05Marks)

   vi. How would you explain them to establishing a framework for Security and Control of the system?   (07Marks)

   (Total 25 marks)

2. Today's travelers expect mobile services wherever they are and for whatever they are searching. Also hotel guests are increasingly use more mobile and expect the hotels to provide mobile services. Describe all the ways that a hotel could use mobile apps technology to relate to its customers.

(Total 25 marks)

3. Technology is advancing at a faster pace than ever before, and this is changing both the expectations of patrons as well as the way in which the hospitality industry conducts its business. Explain the future technology trends in hospitality industry supporting at least eight (8) trends.

(Total 25 marks)

4. Hotel guests nowadays expect luxury at just a click of a button. They expect a superior home away from home experience whilst staying in all levels of accommodation. Rooms Management Systems (RMS) plays a vital role in this phase.

   i.   What primary functions does a RMS perform?   (5 Marks)
   ii.   How can a RMS be used to schedule housekeeping staff and measure the productivity of room attendants?

   (5 Marks)
   iii. What are the reports that a RMS can generate. Briefly explain each type of reports.
   (5 Marks)
   iv.   How does a rooms management module automatically perform room and rate assignments? Explain how this option could be useful to management.

   (10 Marks)
   (Total 25 marks)

5. Restaurant Management Systems (RMS) are the crucial technology components that enable a single outlet or enterprise to better serve its customers and aid employees with food and beverage transactions and controls.

   i.   What are the necessary hardware components of a Point-Of-Sales (POS) system? Describe each component briefly.   (5 Marks)
   ii.   Briefly explain the features of the POS.   (5 Marks)
   iii. Explain the benefits of the POS by giving suitable examples.   (5 Marks)
   iv.   How can managers use the menu management applications to improve the profit ability of their operations?   (10 Marks)
   (Total 25 marks)