

**SCHOOL OF HOSPITALITY****FINAL EXAMINATION**

Student ID (In figures) :

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Student Name (In words) : _____

Course Code & Name : **HOS1313 Accommodation Management**
Trimester & Year : January – April 2018
Lecturer/Examiner : Mr. Gurcharan Singh
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : SIX (6) Short Answer / Calculations Type of Questions. Write your answer(s) in the answer booklet provided.
PART B (40 marks) : TWO (2) Scenario Type Of Questions. Write your answer(s) in the answer booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.
4. ONLY Ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

PART A : SHORT ANSWER QUESTIONS (60 MARKS)

INSTRUCTION(S) : SIX (6) short answer questions. Answer ALL questions in the Answer Booklet(s) provided.

1. Define the term “*Moment of Truth*” and provide **FIVE (5)** examples that can occur daily in a hotel to support your answer.

(10 marks)

2. Discuss the difference between Proprietary Sites and Merchant Models and explain why hotels prefer customers to book through Proprietary Sites.

(10 marks)

3. Categorize the following assets into Furniture, Fixtures, Equipment and Software.

Pillows	Sofa beds	Mirrors	Curtains	Lockers
Lamps	Television sets	Nightstands	Minibars	Paintings

(10 marks)

4. Briefly explain the following **FOUR (4)** duties of a night auditor

- i. Reconcile room status discrepancies
- ii. Verify room rates
- iii. Verify “No-Show” reservations
- iv. Distribute reports

(10 marks)

5. Briefly explain **FOUR (4)** strategies **on how** to increase a restaurants RevPASH.

(10 marks)

6. Discuss the **FOUR (4)** categories of complaints listed below.

- i. Mechanical
- ii. Attitudinal
- iii. Service Related
- iv. Unusual

(10 marks)

PART A : SCENARIO QUESTIONS (40 MARKS)

INSTRUCTION(S) : TWO (2) short answer questions. Answer ALL questions in the Answer Booklet(s) provided.

1. Occupancy, Average Daily Rate (ADR) and RevPAR are important indicators to be monitored by the Revenue Manager.

a. Copy the table below to your Answer Booklet and fill in the missing values.

HOTEL	TOTAL ROOMS	ROOMS SOLD	ROOMS OCC(%)	ADR (RM)	TOTAL REV (RM)	REVPAR
Starlight	481	321	?	346.16	?	?
Moonlight	531	212	?	?	65,860	?
Sunlight	520	?	44.20%	?	56,370	?
Daylight	?	100	40.00%	?	?	143.20
Nightlight	158	?	50.00%	342.33	?	?

(15 marks)

b. Define and explain the term RevPar

(5 marks)

2. Research has shown that customers who have had a service failure resolved quickly and properly are loyal to a company rather than customers who have never had a service failure resolved. Service Recovery is a critical element that supports any customer loyalty program.

Define the term **service recovery** and describe the **FIVE (5)** steps that is applied in handling **service failures**

(20 Marks)

END OF EXAM PAPER