



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BGN2301 Revenue and Profit Management**
 Semester & Year : May - August 2016
 Lecturer/Examiner : Leon Siew Lin
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
 - PART A (10 marks) : Answer all TEN (10) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
 - PART B (40 marks) : Answer all FOUR (4) short answer questions. Answers are to be written in the Answer Booklet provided.
 - PART C (50 marks) : Answer all FIVE (5) structure questions. Answers are to be written 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 of Hospitality 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 of Hospitality.

Total Number of pages = 5 (Including the cover page)

PART A : MULTIPLE CHOICE QUESTIONS (10 MARKS)

INSTRUCTION(S) : Questions 1 to 10 are multiple choice questions. Answer ALL questions on the answer sheet provided.

END OF PART A

PART B

: SHORT ANSWER QUESTIONS (40 MARKS)

INSTRUCTION(S)

: Answer all **FOUR (4)** questions. Write your answers in the Answer Booklet(s) provided.

1. List and discuss the role of a Revenue Manager in a service industry. (10 marks)
2. Discuss the **FIVE (5)** steps in Revenue Management Process. (10 marks)
3. (a) Discuss the factors that impact on Differential Pricing. (6 marks)
(b) Discuss and define pricing strategy. (4 marks)
(Total marks: 10 marks)
4. (a) Discuss what is revenue and profit management? (6 marks)
(b) Discuss why it is important to calculate revenue per room? (4 marks)
(Total marks: 10 marks)

END OF PART B

PART C

: STRUCTURE QUESTIONS (50 MARKS)

INSTRUCTION(S)

: Answer all **FIVE (5)** questions. Write your answers in the Answer booklet(s) provided.

1. (a) Consider the following results from Company XYZ's latest quarter:

- Number of Rooms: 1000
- Average Room rate: \$90
- Average Occupancy Rate: 75%

Total Room Revenue (1000 rooms x \$90/room x 75% occupancy) x 90 nights in the quarter) i.e. \$6,075,000.

Calculate:

i. The Company XYZ's RevPAR. (3 marks)

(b) Based on the following information:

- 100 available rooms
- 50 rooms sold/occupied
- Total revenue generated - \$4000
- Rack rate \$120

Calculate:

- i. Occupancy percentage (3 marks)
- ii. Average Daily Rate (ADR) (3 marks)
- iii. Yield Percentage (3 marks)
- iv. Revenue per occupied room (RevPOR) (3 marks)

(Total marks: 15 marks)

2. (a) Discuss the term "overbooking". (4 marks)

(b) Discuss the step involved in solving an overbooking situation. (6 marks)

(Total marks: 10 marks)

3. (a) Discuss the impact of Inventory Control in a restaurant. (4 marks)

(b) Discuss what are the measures to be taken into consideration in controlling inventory in a restaurant? (6 marks)

(Total marks: 10 marks)

4. Discuss the following statement:

"Revenue Management only works in four and five stars hotels." (6 marks)

5. Discuss why it is important to forecast demand and occupancy rate in hotels. (9 marks)

END OF EXAM PAPER