



SCHOOL OF HOSPITALITY

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BHM 2309 Rooms Division Management**
 Semester & Year : May - August 2016
 Lecturer/Examiner : Ms. Yogeswari Achanah
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
 - PART A (50 marks) : ONE (1) definitional and TWO (3) short answer questions. Answers are to be written on the space provided in question sheet.
 - PART B (30 marks) : TWO (2) short answer questions. Answers are to be written in the space provided in the question sheet.
 - PART C (20 marks) : ONE (1) numerical question and ONE (1) short essay question. Question 1 answers are to be written in the table provided in the question sheet and Question 2 in the Answer Booklet.
2. Candidates are not allowed to bring any unauthorised 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 = 10 (Including the cover page)

THE BALLEY HOTEL KUALA LUMPUR
PROFIT AND LOSS STATEMENT FOR MAY 2015

	Budget	Actual	Variance
<u>REVENUE</u>			
Rooms Occupancy	90.0%	87.0%	(3.0%)
Total Rooms Occupied	9207	8900	(307)
Average Daily Rate	RM 296.66	RM 285.29	RM (11.37)
Total Rooms Revenue	RM 2,731,349	RM 2,539,081	RM (192,268)
<u>Additional Revenues</u>			
Telephone	RM 20,017	RM 17,800	RM (2,217)
Laundry/Dry Cleaning	RM 22,096	RM 18,792	RM (3,304)
In-House Movies	RM 2,823	RM 3,823	RM 1000
Concierge Services	RM 3,646	RM 3,801	RM 155
Business Centre	RM 29,744	RM 24,152	RM (5,592)
Club Lounge	RM 9,000	RM 7,800	RM (1,200)
Babysitting	RM 1,500	RM 1,750	RM 250
Hotel Limousine	RM 120,000	RM 108,500	RM (11,500)
TOTAL REVENUE	RM 2,940,175	RM 2,725,499	RM (214,676)
<u>OPERATING COSTS</u>			
Wages	RM 568,187	RM 571,034	RM 2,847
Telephone	RM 5,469	RM 5,444	RM (25)
Laundry/ Dry-Cleaning	RM 7,734	RM 7,676	RM (58)
In-House Movies	RM 7,292	RM 7,227	RM (65)
Cleaning Supplies	RM 11,849	RM 11,627	RM (222)
Flowers & Decor	RM 2,458	RM 2,403	RM (55)
Guest Amenities	RM 45,575	RM 47,215	RM 1,640
Guest Recovery	RM 5,000	RM 5,000	RM 0
Stationery & Newspapers	RM 1,458	RM 1,403	RM (55)
Travel Agent Commissions	RM 60,314	RM 64,607	RM 4,293
Miscellaneous Expenses	RM 17,100	RM 15,043	RM (2,057)
TOTAL EXPENSES	RM 732,436	RM 738,679	RM 6,243
GROSS OPERATING PROFIT	RM 2,207,739	RM 1,986,820	RM (220,919)

As the Rooms Division manager, you have been called to a meeting with the GM to explain the cost variances in which the Hotel has spent more than it budgeted for May 2015.

- 1a) Regarding the 3 major variances in **ADDITIONAL REVENUES** above,
- a) Name the item with a variance
 - b) Give **TWO (2)** logical reasons for each variance
 - c) Propose **TWO (2)** action plans

- 1b) Regarding the 3 major variances in **OPERATING COSTS** above,
- Name the item with a variance
 - Give **TWO (2)** logical reasons for each variance
 - Propose **TWO (2)** action plans

Answer in the table provided below:

(15 marks)

ADDITIONAL REVENUE		
	(a) VARIANCE & (b) REASON	ACTION PLANS
1.	a) b) i) ii)	c) i) ii)
2.	a) b) i) ii)	c) i) ii)
3.	a) b) i) ii)	c) i) ii)

Answer in the table provided below:

(15 marks)

OPERATING COSTS		
	(a) VARIANCE & (b) REASON	ACTION PLANS
1.	a) b) i) ii)	c) i) ii)
2.	a) b) i) ii)	c) i) ii)
3.	a) b) i) ii)	c) i) ii)

PART C : NUMERICAL AND SHORT ESSAY QUESTIONS (20 MARKS)

INSTRUCTION(S) : Answer the Question in the Answer **Booklet(s)** provided.

1. Fierce competition in the hospitality industry forces revenue and reservation managers to perform effective yield management in order to achieve high occupancy and business profit. Hence, overbooking is unavoidable at times.

a. Discuss ways in managing overbooking

(20 marks)

END OF EXAM PAPER