



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 2017
 Lecturer/Examiner : Mr. Busky Baskaran
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
 - PART A (50 marks) : **FOUR (4) short answer questions. Answers are to be written on the space provided in question sheet.**
 - PART B (30 marks) : **TWO (2) case study questions. Answers are to be written in the space provided in the question sheet.**
 - PART C (20 marks) : **ONE (1) Essay question. Answers are to be written in the space provided in the question sheet.**
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 = 9 (Including the cover page)

PART A

ROOMS STATISTICS: CALCULATIONS & SHORT ANSWER (50 MARKS)

INSTRUCTION(S) : **FOUR (4)** short answer questions. Answers are to be written on space provided in the question sheet.

1. Fill in the following statistics from the Malaysian Association of Hotels report of selected Kuala Lumpur Hotels (20 marks)

HOTEL COMPARISON

JUNE 7, 2016

HOTEL	TOTAL ROOM	ROOM SOLD	ROOMS OCC(%)	ADR (RM)	TOTAL REV (RM)	REVPAR
Mandarin Oriental	481	236		363.31	85740	
Traders	531	496	93.4		125940	237.18
Crowne Plaza	520	375		281.04		202.67
Equatorial	250	212	84.8		67320	269.28
Concorde	158	101		544.32	54976	
ShangriLa	350	200	57.1	379.25		216.71
Regent	416	393	94.5		105675	254.03

AUGUST 12, 2016

HOTEL	TOTAL ROOM	ROOM SOLD	ROOMS OCC(%)	ADR (RM)	TOTAL REV (RM)	REVPAR
Mandarin Oriental	481	125		346.16	43270	
Traders	531	200	38	329.30		124.03
Crowne Plaza	520	230	44	245.09	56370	
Equatorial	250	100	40	358.00		143.20
Concorde	158	75	47		25675	
ShangriLa	350	152	43	298.52		129.64
Regent	416	180		281.53	50675	121.81

2. Analyse and discuss **FIVE (5)** possible reasons why there's such a difference between the two dates

(15 marks)

PART B : CASE STUDY

(30 MARKS)

INSTRUCTION(S) : **TWO (2)** case study questions. Answers are to be written on the space provided in the question sheet.

Overbooking at The Grande Hotel, Kuala Lumpur

Read the following situational report and table and answer the questions that follow.

Situation

- You are the FOM of the **TWO** Hundred (200) room 5* The Grande Hotel, Kuala Lumpur
- It's high season, and there is currently a 2012 Formula1 race that takes place in Sepang, Malaysia.
- Due to an oversight, you remained open on the GDS, and are now **overbooked by FOURTEEN (14) rooms** for today. Therefore, the room availability is -14. You normally have **TWO (2)** no-shows on any given night.
- You have noticed that you still have a room Out of Order, due to a smashed balcony door, and the room is also being used for storing a substantial amount of banqueting equipment.
- You have one function room. Today's function is from 09.00 – 17.00
- Your "release" policy is 18:00 on the date of arrival.
Your day's arrivals list is as given on page 6

**Guest Arrivals, The Grande Hotel
Kuala Lumpur**

Res No	Guest Name	No. Rms.	Rate Code	No. nights	Arrival time	Comments
1	Hana Travel	6	Group	4	TBA	At a 4 day conference at hotel
2	Mr Chung	1	Comp. FOC	2	19.00	1st stay, GM of affiliate hotel
3	Ms Ying We	1	Rack	3	17.00	6th Stay
4	Mr Watson	1	Corp	1	8.00	Pre-reg for arrival next day
5	Mr Holmes	1	Rack	5	17.30	Unguaranteed , F1 related
6	M/M Weiler	1	Rack	1	23.00	Honeymoon, unguaranteed
7	Mrs Davis	1	Rack	1	12.00	1st stay, booked yesterday
8	M/M Wilson	1	Rack	2	13.00	Competition winner
9	Mr Richards	1	Corp	3	6.00	Pre-reg for arrival next day
10	Koala Tours	4	Group	1	18.00	4 families visiting Kuala Lumpur for a 2 nights
11	Mr Bull	1	Corp	1	13.00	1st stay, booked yesterday
12	Mrs Chan	1	Discount	1	20.00	1st stay
13	Miss Sherlock	1	Discount	2	20.00	Returning guest, serious complaint last stay
14	Ms Ying We	1	Rack	3	17.00	6th stay
15	Mr Suzuki	1	Corp	5	19.00	1 stay
16	Mr Trudeau	1	Corp A	2	18.30	15th stay
17	Mr Lee	1	Discount	1	10.00	Cathay Airlines staff

- Referring to guest arrival table above, complete your 'book out' strategy in order to reduce the over-booking number to a *comfortable* level. (15 marks)
- Use the Reservations Number from the table above and list only those you will be bumping. Start at **minus fourteen (-14)** Rooms Availability and work your way through the reservation list. (15 marks)

