



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 : September-December 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 THREE (3) short answer questions. Answers are to be written in the answer booklet provided.
 - PART B (30 marks) : TWO (2) calculations and TWO (2) short answer questions. All calculation and answers are to be written in the answer booklet provided
 - PART C (20 marks) : .ONE (1) long essay questions. Answers are to be written in the Answer Booklet provided.
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 = 5 (Including the cover page)

PART A : DEFINITIONAL AND SHORT ANSWER QUESTIONS (50 MARKS)

INSTRUCTION(S) : ONE (1) definitional and THREE (3) short answer questions. Answers are to be written in the answer booklet provided.

1. Define the following terms and provide an example of each :

a. Central Reservation System (5 marks)

b. Global Distribution System (5 marks)

2. Describe “**LEARN**” in managing complaints in hotels, explain and give some examples to support your explanation. (10 marks)

3. Describe the **FIVE (5)** market segments in Sales Mix and provide **examples** of their particular expectations. (15 marks)

4. List **TEN (10)** Variable Demand, demanded by hotel guest for “**30 Days Long Stay**” and explain how important variable demand is to a hotel. (15 marks)

END OF PART A

PART B

: CALCULATION QUESTIONS

(30 MARKS)

INSTRUCTION(S)

: TWO (2) calculation and **TWO (2)** short answers questions. All Answers and calculations are to be written in the answer booklet provided.

1a. As the newly-hired Executive Housekeeper for Verve Hotel, you are required to **relook and determine the staffing needs** for the housekeeping department particularly the room attendants. Below are the information provided: (8 marks)

Staff Leave Entitlement:

- Number of off-days per year 52 days
- Number of public holidays per year 10 days
- Number of annual leaves 8 days
- Number of sick leaves per year 14 days
- Working hours 7 hours (exclude 1-hour break)

The hotel has 30 floors. Each floor has 21 rooms. Average hotel occupancy is **90%**.

1b. Define the role of an **Executive Housekeeper**.

(2 marks)

2. Sunflower Hotel's December 2015 activities are as follows. Determine the number of rooms available for each day. **Show your calculation in the answer booklet.**

December 2015	23	24	25	26	27
	Wed	Thu	Fri	Sat	Sun
Total Rooms	630	630	630	630	630
OOO	3	3	2	1	0
OOS	8	8	9	4	2
Stayover	322	309	336	347	318
Overstay	48	37	24	30	20
Under stay	3	3	6	2	2
Walk-In	7	12	29	32	3
Guaranteed Reservation	235	220	238	215	212
No-show	7%	6%	5%	3%	1%

a) YOUR ROOM AVAILABLE

(10 marks)

December 2015	WED 23	THUR 24	FRI 25	SAT 26	SUN 27
Room Availability					
Occupancy %					

- b) Referring to the numbers of room available, you as a Rooms Division Manager, how would you handle **overbooking** and what are the steps you would take to ensure guest satisfaction?

(10 marks)

END OF PART B

PART C : LONG ESSAY QUESTIONS (200 Words) (20 MARKS)

INSTRUCTION(S) : Long essay question. Answers are to be written in the Answer Booklet provided.

1. In conjunction with Earth Day, Verve Hotel is planning to organise a campaign to preserve and conserve the environment. The Corporate Social Responsibility (CSR) department has asked for Rooms Division's participation and suggestions for this initiative.

As the Rooms Division Manager, propose and explain a plan that covers both Front Office and Housekeeping Department in realising the objectives.

(20 marks)

(200 Words)

END OF EXAM PAPER