



SCHOOL OF HOSPITALITY

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DHM2406 Rooms and Revenue Management**
Semester & Year : September- December 2016
Lecturer/Examiner : Ms. Yogeswari Achanah
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : SIX (6) short answer questions. Answers are to be written in the Answer Booklet provided.
PART B (40 marks) : TWO (2) scenario 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.

PART A : SHORT ANSWER QUESTIONS (60 MARKS)

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

1. Discuss the difference between Merchant Models and Proprietary Sites, explain why do you think hotels prefer customers to book through Proprietary Sites. (10 marks)
2. Briefly explain the following **FOUR (4)** duties of a night auditor (10 marks)
 - i. Reconcile room status discrepancies
 - ii. Verify room rates
 - iii. Verify “No-Show” reservations
 - iv. Distribute reports
3. Identify and briefly explain **FOUR (4)** strategies for increasing RevPASH. (10 marks)
4. Explain the meaning of “*Moment of Truth*” and give **TWO (2)** examples of Moments of Truth in the hotel industry. (10 marks)
5. Briefly explain the **FOUR (4)** categories of complaints listed below. (10 marks)
 - i. Mechanical
 - ii. Attitudinal
 - iii. Service Related
 - iv. Unusual

6a. Categorize the following assets into Furniture, Fixtures, Equipment and Software.

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

(4 marks)

- b. List **SIX (6)** methods each department in hotels should consider before purchasing any materials. (6 marks)

END OF PART A

PART B : SCENARIO QUESTIONS (40 MARKS)

INSTRUCTION(S) : TWO (2) scenario questions. Answer the question 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 calculate the missing values.

HOTEL	TOTAL ROOMS	ROOMS SOLD	ROOMS OCC(%)	ADR (RM)	TOTAL REV (RM)	REVPAR
Star Shine	481	321		346.16		
Park	531	212			65,860	
Roadway	520	230	45.00%		56,370	
Daylight	250	100			35,800	143.20
Night walk	158	79	50.00%	342.33		

(15 marks)

b. Briefly explain why RevPAR is important in Revenue Management (5 marks)

2. Hotels should strive to sell an equal percentage of rooms in each rate class instead of filling from the bottom up. In order to measure if this has been done successfully the Ideal Room Rate is used.

a. Given occupancy of 80%, calculate the Ideal Room Rate for hotel SHP based on the table below. **SHOW YOUR CALCULATIONS using Bottom Up and Top Down Approaches.**

(15 marks)

Number of Rooms	Rate (RM)
200	125
150	145
75	180
35	235
460	

b. Usually the actual rate is lower than the Ideal Room Rate, give one reason why this may be the case. (5 marks)

END OF EXAM PAPER