



**SCHOOL OF HOSPITALITY**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **DHM2406 Rooms and Revenue Management**  
Semester & Year : January – April 2016  
Lecturer/Examiner : Mr. Najmi Abdullah  
Duration : 2 Hours

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**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.

**Total Number of pages = 3 (Including the cover page)**

**PART A : SHORT ANSWER QUESTIONS (60 MARKS)**

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

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1. Describe **TWO (2)** reasons why hotels need revenue management. (10 marks)
2. Discuss both IDS (Internet Distribution Systems) and GDS (Global Distribution Systems) and give an example of **EACH**. (10 marks)
3. Categorize the following assets into Furniture, Fixtures, Equipment and Software.

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

(10 marks)

4. Briefly describe **FOUR (4)** reports that a PMS (Property Management System) produces of use to other departments. (10 marks)
5. Describe **TWO (2)** factors affecting value perceptions in foodservices. (10 marks)
6. Identify and briefly explain Upselling and Cross-Selling and the difference between them. (10 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.**

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**END OF EXAM PAPER**