

SCHOOL OF HOSPITALITY

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BHM 3303 Innovation & Contemporary Issues in Hospitality and Tourism**

Semester & Year : January – April 2017

Lecturer/Examiner : Mr Ronald Willie Binati

Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (70 marks) : FIVE (5) short answer questions. Write your answers in the Answer Booklet(s) provided.

PART B (30 marks) : ONE (1) Reflective report. Write your answers in the Answer Booklet(s) 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 (70 MARKS)

INSTRUCTION(S) : Answer all questions in this section. Write your answers in the Answer Booklet(s) provided

1. Many hotels and hotel chains have changed their ownership structures from where they are shifting out from hotel property ownership and concentrating on brand management. Analyse the reasons for the hotels to do this by looking at advantages and disadvantages for hotels and hotel chains. (10 marks)
2. Discuss the importance of using social network media as a marketing tool in the Hospitality and tourism sector. (15 marks)
3. As a result of social media a number of trends have come up in the way companies market their products. Discuss the statement "*Marketers have to give up control*" that is connected to marketing in the social media era. (15 marks)
4. The financing and financial practices of hotels and related companies have gone through significant changes during recent times. This is partially due to a shortage of capital as a consequence of recent global financial crisis.
 - a. Analyse the difficulties in using traditional valuation techniques to value hotel properties. (10 marks)
 - b. Explain how building combined serviced residences/hotels can reduce the financial burden of building new properties. (5 marks)
5. Food & Beverage plays a very important role in the (Malaysian) hotel industry, specifically Conference and Banqueting.
 - a. Assess why food and beverage is so important in conferences and banqueting. (5 marks)
 - b. Categorize at least **FIVE (5)** issues in food and beverage **Menu Planning**. (10 marks)

END OF PART A

PART B : REFLECTIVE REPORT (30 MARKS)

INSTRUCTIONS : Read the reflection given and write your answers in the answer booklet(s) provided

END OF EXAM PAPER