

**BERJAYA BUSINESS SCHOOL****FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **BGN2301 Revenue and Profit Management**
Trimester & Year : January – April 2018
Lecturer/Examiner : Ng Boon Aun
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (20 marks) : Answer all TWENTY (20) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
PART B (80 marks) : Answer FOUR (4) out of FIVE (5) structured-type 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 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.

Total Number of pages = 7 (Including the cover page)

PART B : SHORT ANSWER QUESTIONS (80 MARKS)

INSTRUCTION(S) : Answer **FOUR (4)** out of FIVE (5) questions. Write your answers in the Answer Booklet(s) provided.

1. Identify and describe **FOUR (4)** strategic uses of unused capacity of services. Provide relevant examples to support your answers

(20 marks)

[TOTAL: 20 MARKS]

2. Identify and describe **FOUR (4)** non-monetary costs experienced by consumers. Support your answers with examples using one type of service organisation.

(20 marks)

[TOTAL: 20 MARKS]

3. "Service is a type of economic activity that is intangible, is not stored and does not result in ownership."

Identify and describe any **FOUR (4)** characteristics of service. Using any transportation related industries, provide specific examples to describe each characteristics of services provided.

(20 marks)

[TOTAL: 20 MARKS]

4. "The low risk of valuation stems from the state dependency of consumption, which itself has three components "

- a. Identify and describe **THREE (3)** state dependency of consumption. Support your answers by providing relevant examples.

(15 marks)

- b. Provide **FIVE (5)** examples of how consumers will react when valuation risk is high. Examples given must be from different service providers.

(5 marks)

[TOTAL: 20 MARKS]

5. "Revenue management practices can be perceived as highly unfair and customer perceptions have to be carefully managed "

Identify and describe **FOUR (4)** methods how firms can design fairness into revenue management. Provide specific examples to support your answers.

(20 marks)

[TOTAL: 20 MARKS]

END OF EXAM PAPER