



**FACULTY OF HOSPITALITY & TOURISM
SCHOOL OF HOSPITALITY**

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **ACC2223 REVENUE AND PROFIT MANAGEMENT**
Trimester & Year : January-April 2019
Lecturer/Examiner : Ms. Dewi Pratomo
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. **This question paper consists of 2 parts:**
PART A (60 marks) : FOUR (4) short answer questions. Answers are to be written in Answer Booklet provided.
PART B (40 marks) : ONE (1) case study. 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.

PART A : SHORT ANSWER QUESTIONS (60 MARKS)

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

1. The 4P Matrix dates back to the 1960s, and is arguably the most frequently used marketing matrix because it's simple and it works. The 4P matrix can help you define your marketing options, whether you're planning to launch a new product or you're evaluating an existing one. Discuss the importance of 4P's in the marketing mix when applied to the hospitality industry. (15 marks)
2. Distribution is crucial to the success of your hotel. Distribution is more important than anything else in your business. Here's the reason: no matter how brilliant your hotel or your product is, that you're trying to sell. No matter how smart your marketing is. No matter how unique your service and location are. If you're not able to effectively sell your product to consumers, your business will fail. If the money doesn't come in, if you're not able to create a healthy top-line income, your business will fail eventually. Discuss **FOUR (4)** distribution channels and support all the distribution channel with pro and cons for the hotel. (20 marks)
3. Regardless of the uncertainty involved, forecasting future demand is crucial for several reasons including the determination of long range revenue budgets, planning for the hiring and training of new staff, and the scheduling of needed hotel renovation and repairs. Discuss **FIVE (5)** factors that could affecting future demand (15 marks)
4. Describe **TWO (2) HIGH DEMAND** Revenue Management tactics that are applied in the Rooms Division section of the hotels of today and for each, analyse **TWO (2)** benefits to Rooms Division department from a business (profitability) point of view. (10 marks)

END OF PART A