



**FACULTY OF HOSPITALITY AND TOURISM**

**SCHOOL OF HOSPITALITY**

**FINAL EXAMINATION**

Course Code & Name : **HOS1313 Accommodation Management**

Semester & Year : January – April 2020

Lecturer/Examiner : Ho Lai Peng

Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

**This question paper consists of 1 part:**

**PART A (100marks) : THREE (3) case study questions. Write your answer(s) in the spaces provided.**

**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 = 4 (Including the cover page)**

**INSTRUCTION(S)** : Answer **THREE (3)** questions. Write your answer(s) in the spaces provided.

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**Case Study: Based on Group Assignment – Claridge’s**

Recap:

For the assignment you were required to click on the links below and watch the videos on Claridge’s.

<https://www.youtube.com/watch?v=HHHA69cpbDo>

<https://www.youtube.com/watch?v=cw4eqz0UzSk&t=858s>

**Question 1**

3 competitors were listed in Competitor Analysis. Select any **ONE (1)** of the competitors and explain any **TWO (2)** reasons for it to be chosen. (20 marks)

Sample answer:

**(Competitor selected)**

**1) (State reason)**

- (9 points)
- 
- 
- 

**2) (State reason)**

- (9 points)
- 
- 
-

## **Question 2**

Discuss any **ONE (1)** of the issues that has been identified for each component of SWOT

Analysis.

(40 marks)

Sample answer:

### **1) (Strength - State issue)**

- (9 points)
- 
- 
- 

### **2) (Weakness - State issue)**

- (9 points)
- 
- 
- 

### **3) (Opportunities - State issue)**

- (9 points)
- 
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### **4) (Threats - State issue)**

- (9 points)
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### **Question 3**

Many guests have given negative reviews about the high room rates charged by Claridge's in TripAdvisor. These reviews have caused occupancy to drop in the last quarter of 2019.

Recommend any **FOUR (4)** actions that can be taken by management to improve this situation.

(40 marks)

Sample answer:

#### **1) (State action)**

- (9 points)
- 
- 
- 

#### **2) (State action)**

- (9 points)
- 
- 
- 

#### **3) (State action)**

- (9 points)
- 
- 
- 

#### **4) (State action)**

- (9 points)
- 
- 
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**END OF EXAM PAPER**