



**FACULTY OF HOSPITALITY AND TOURISM
SCHOOL OF HOSPITALITY**

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **HOS2223 Revenue and Profit Management**
Semester & Year : January 2021 – April 2021
Lecturer/Examiner : Mr. Justin Ho Li Vern
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
 PART A (60 Marks) : **FOUR (4) short answer questions. Answer all FOUR (4) questions in the answer booklet provided**
 PART B (40 Marks) : **ONE (1) essay question. Answer in the answer booklet provided.**
2. Candidates are not allowed to bring any unauthorized materials except writing equipment and calculator 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 = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (60 MARKS)

INSTRUCTION(S) : FOUR (4) questions are definitional and extended short answer questions.
Answers are to be this question paper.

1. Describe each of the following term **AND** provide an example of each from the hotel, food and beverage or tourism and event industry: (15 marks)
 - a. Market Segmentation (3 Marks)
 - b. Global Distribution System (GDS) (2 Marks)
 - c. CVB (4 Marks)
 - d. Differential Pricing (3 Marks)
 - e. ROI (3 Marks)
 - d. Budget (3 Marks)

2. Resort World Genting is one of the most unique business model in Malaysia as the company not only handle accommodation, food and beverage, theme park as well as retail but also casino management. Explain FOUR (4) casino practices in the relation to the role of revenue managers in casino management. (15 Marks)

3. Hilton Kuala Lumpur (HKL) has been in operation since 2002 and recently the hotel had came out with a statement stating that they will be refurbishing their hotel rooms. The management wishes to capture the interest as well as loyalty of their guests again soonest possible. You, as the revenue manager has given a task to know the guest rooms' distinctive characteristics and match them to potential guests who value those characteristics. As the revenue manager, explain THREE (3) common factors involved when characterizing rooms for optimum inventory management. Provide examples to support your answer (15 Marks)

4. Federal Hotel Kuala Lumpur has been in the hospitality industry for almost 40 years, the hotel had been through ups and downs of economy during the years and the reason they are still strongly operating is because of consistency of updates and upgrades. Various distribution channels has been reviewed and at the moment, Internet Distribution System (IDS) are the main system that is highly used worldwide. Explain THREE (3) common methods of distribution channels/ platforms to increase revenue online. Provide examples where possible. (15 Marks)

END OF PART A

PART B : ESSAY (40 MARKS)

INSTRUCTION(S): ONE (1) Essay question. Answers are to be written in this question paper.

Strategically located at the nation's transportation hub, KL Sentral, Le Méridien Kuala Lumpur is easily accessible through a network of integrated rail connections including the MRT, LRT, Monorail and KTM trains. For easier access to the hotel, guests can use the air-conditioned link-way from the station.

The hotel's 420 guestrooms feature grey tiles, white marble and lavish carpet with traditional Malay 'Batik' motifs re-imagined with a contemporary twist. With dedicated bedside reading lights and a bedside panel that controls all of the room's electronic facilities, each bedroom offers advanced simplicity and generous comfort, while goose-down duvets ensure a luxurious night's sleep. The hotel's elegant bathrooms offer full amenities, makeup/shaving mirrors, hair dryers and shower/bathtub combinations.

Guests of Le Méridien Club Rooms enjoy exclusive access to the Le Méridien Club Lounge, located on level 33. The club lounge features a beautiful open kitchen complete with live cooking stations, a private meeting room, lounge seating and comfortable shower rooms. Comprehensive continental buffet breakfast and evening drinks with canapés are served daily at Le Méridien Club Lounge. The hotel boasts the city's most extended free-form swimming pool complete with water slide and unique sun deck chairs located on level 8.

- a) Recently there are few cases of overbooking in LMKL within the month of April 2019 to July 2019, it was reported that there were many outbound flights cancellation due to bad weathers and consistent rains. Explain FOUR (4) reasons that leads to overbooking issues and provide solutions to guest that has confirmed reservations but the hotel has no more room left. (15 Marks)
- b) During the end of December 2018, LMKL rooms had fully occupied by guests but in just few days during the beginning of January 2019, the occupancy of the rooms were only 48% and the management felt that the percentage is low. As the revenue manager, how can you best manage the RevPAR or yield? (12 Marks)
- c) There is an enquiry by RHB Bank to have their 4 Days 3 Nights annual conference at LMKL. RHB Bank is looking for a package and willing to pay RM 900 per room per night which includes meals and conference facilities. The bank is looking at 500 people and 250 rooms. Day 1 will only include dinner and day 4 will only include breakfast. The normal rates for the hotel are as follows:
 - a. Room + Breakfast for two: RM 750 per night
 - b. Lunch: RM 75 per person
 - c. Dinner: RM 125 per person
 - d. Conference facilities for 500 pax at 25,000 per dayCalculate the price per person for "normal prices" and what discount is the bank looking for in price and in percentage (18 Marks)

END OF EXAM PAPER