



**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 : May – August 2022
Lecturer/Examiner : Mr. Justin Ho Li Vern
Duration : 3 Hours

INSTRUCTONS 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 unauthorised 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:
 - a. CVB (4 Marks)
 - b. Differential Pricing (3 Marks)
 - c. ROI (3 Marks)

2. Bangtan Sonyeondan or also known as BTS, is a South Korean boy band that was formed in 2010 and debuted in 2013 under Big Hit Entertainment. The boy band are well-known world widely and Big Hit Entertainment is now planning a worldwide concert tour. The company chose you to be their event planner in Malaysia and you are required to detail out information on what is the primary and secondary market in Malaysia as well as how is the ticket scalping and distribution in Malaysia. (15 Marks)

3. M Tree Event (formally known as M Tree Trio Event) is one of the top event management companies in Malaysia. With more than 15 years of experience in creating bespoke events and wedding decoration in KL. There is an enquiry by RHB Bank to have their 5 Days 4 Nights annual conference at Hyatt Hotel KL. RHB Bank is looking for a package and willing to pay RM 900 per room per night which including meals and conference facilities. The bank is looking for 400 people and 200 rooms. Day 1 will only include dinner and day 5 will only include breakfast. The normal rates for the hotel are as follows:
 - a. Room + Breakfast for two: RM 550 per night
 - b. Lunch: RM 75 per person
 - c. Dinner: RM 125 per person
 - d. Conference facilities for 500 pax at 25,000 per day

Calculate the price per person for “normal prices” and what discount is the bank looking for in price and in percentage. You are required to detail the calculation. (20 Marks)

4. Parkroyal Hotel Kuala Lumpur has been in the hospitality industry for almost 40 years. The hotel had been through the ups and downs of the economy during the years. The reason they are still strongly operating is because of the consistency of updates and upgrades. Various distribution channels have been reviewed, and at the moment, the Central Reservation System (CRS) is the main system that is highly used worldwide. Explain what is CRS in details. (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, Aloft Kuala Lumpur is easily accessible through integrated rail connections, including the MRT, LRT, Monorail and KTM trains. For more accessible access to the hotel, guests can use the air-conditioned link-way from the station.

Aloft Kuala Lumpur Sentral offers chic, tech-smart hotel rooms and suites with loft-inspired floorplans, plush signature platform beds and exhilarating views of Kuala Lumpur. As per Marriott's "Commitment to Clean," they have taken precautionary measures with enhanced cleaning processes for all hotel rooms, facilities and public areas. Explore KL from their super location in stylish Sentral, with access to public transit and top attractions. Take a dip in their outdoor pool and gaze out over Kuala Lumpur's majestic sprawl or take a kickboxing class in our hotel's re:charge gym. When the day is done, retreat to hotel rooms and suites that capture Kuala Lumpur's undeniable energy..

Aloft Kuala Lumpur Sentral also has some of the best and the most hotel restaurants and bars in the city offering a wide variety of both affordable and high end options to guests. Aloft is known for its fun and flowing spaces that encourage guests to meet, mix and mingle. It's restaurants and bars are also known for and acknowledged as some of the best hotel bars and restaurants in the city..

a) Recently Aloft KL Sentral had done the refurbishment of their deluxe and superior room, the management had decided to intensely focus on promoting and selling the rooms to groups of guests for the next few months. Explain what is On-Property Group Sales and how does this distribution channel works in the hotel. (15 Marks)

b) Due to the recent pandemic for the past 2 years, historical data that used for forecast room sales are invalid. Therefore the hotel can only rely on the current data available to forecast the demand of room sales. Explain what is current data and what are the reports available in this current data? (25 Marks)

END OF EXAM PAPER