FACULTY OF HOSPITALITY AND TOURISM

SCHOOL OF HOSPITALITY

FINAL EXAMINATION

Student ID (in Figures)   :

Student ID (in Words)   :

Course Code & Name	:	**HOS2013 Rooms Division Management**
Semester & Year	:	May – August 2024
Lecturer/Examiner	:	Siti Fariza Muhamad Amin
Duration	:	3 Hours

INSTRUCTIONS TO CANDIDATES

1. **This question paper consists of 2 parts:**
    PART A (70 marks)   :   SIX (6) short answer / calculation type of questions. Write your answer(s) in the spaces provided.
    PART B (30 marks)   :   ONE (1) scenario question. Write your answer(s) in the spaces 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 = 4 (Including the cover page)

PART A   **: SHORT ANSWER QUESTIONS**   **(70 MARKS)**

INSTRUCTION(S)   **:** Answer **ALL** questions in the spaces provided.
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1. Define the following revenue management terms:

(10 marks)

    a) ADR

    b) Length of stay

    c) Occupancy forecast

    d) RevPAR

    e) Yield management

2. Merit Hotel has 120 rooms - 53 of them are single and 67 are double. On the night of 9th September 2022, Merit Hotel's Night Auditor counted a total of 85 rooms occupied, 42 rooms were occupied by more than one guest. On the same night, 127 guests were registered and 2 rooms were on complimentary basis. From the Housekeeping Room Status Report (for the night of 9th September 2022), there were a total of 4 rooms Out of Order, 3 of which were single. The room revenue for the same night was RM6,960.

    You are required to calculate:

(10 marks)

    a) Occupancy for 9th September 2022

    b) Average Guest Per Room Sold

    c) Average Daily Rate

    d) Average Rate Per Guest (RevPAC)

    e) RevPAR

3. Hibiscus Hotel has 125 rooms: 45 are Red Room, 55 are Yellow Room and the remaining is White Room. On the night of 24th October 2022, the night auditor counted 118 rooms occupied, 43 are Red, 51 are Yellow, and the remaining are White. Moreover, the housekeeping department communicated only 3 rooms (all Yellow) out of order for the night of 24th October 2022.

    a) What is Hibiscus Hotel's Occupancy Rate for the night of 24th October 2022?

    b) What are Red's, Yellow's and White's room occupancy rates for the night of 24th October 2022?

(10 marks)

4. Front office staffs have to handle guest complaints regularly. Thus it is important for them to be familiarized with H.E.A.R.T. Review the **FIVE (5)** elements involved in H.E.A.R.T.

(10 marks)

5. External recruiting involves advertising, networking, temporary employee agencies and employee referral programs. Briefly describe the advantages and disadvantages of it.

    (10 marks)

6. The COVID-19 pandemic changing traveler trends since 2021. New trends are emerging, especially when it comes to traveler behaviour, motivations and booking trends.
    You are required to explain in detail **FIVE (5)** trends and innovation practices in hotel industry.

    (20 marks)

END OF EXAM PAPER