



**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 2024
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 written in the Answer Booklet provided

1. Hotels usually adopt strategies or tactics to manage RevPAR or yield and the tactics are known as Control Markers. As the revenue manager, you are required to list down the FOUR (4) control markers and explain in detail when will each tactics be used and provide relevant examples. (20 Marks)
2. Hotels RMs usually use historical data, current data and future data for forecasting of demand. The careful and continual monitoring of historical and current data will help to guide RMs' decision making and estimates related to future room demand. In order to achieve an accurate forecast, factors that affecting future demand will need to take into consideration. You are required to list down at least 5 factors and explain in details each factor. (20 Marks)
3. Shangri-La Hotel Kuala Lumpur lately encountered issues in their group room sales; the management has analyzed the situation and believe that their process is not practical. As the manager in charge of revenue, what is the 2 steps process and list down the 3 factors affecting effective management of group room blocks. (5 marks)
4. As a hotel RM, it is always wise to create tiered pricing to maximize revenue and maximize expanding in capturing the target market. This strategic use of price differentiation based on customers' wealth, providing product or service at different price points will benefit the hotel in many ways. As the Hotel RM, you are required to list down FIVE (5) ways to perform tiered pricing and explain each of the ways. (15 marks)

END OF PART A

PART B : CASE STUDIES (40 MARKS)

INSTRUCTION(S): One (1) Case study question that require you to refer to the case study. Answers are to be written in the Answer Booklet(s) provided.

Norwegian Cruise Line (NCL), also known in short as Norwegian, is an American cruise line founded in 1966, incorporated in Bermuda and headquartered in Miami. Norwegian Cruise Line has been the premier innovator in the cruise line industry for over 54 years. They were the first to eliminate set dining times and provide guests with the freedom to cruise on their schedule to over 450 incredible destinations around the world. The cruise ship company also has an award-winning fleet which provides an unparalleled onboard experience and will continue to expand with the introduction of Norwegian Encore in 2019 and the arrival of their new Leonardo Class ships starting in 2022.

Guests are welcomed aboard with a wide variety of complimentary and specialty dining options, entertainment that ranges from live music and comedy to shows straight from Broadway and their wide range of accommodation that are perfect for any type of traveller.

In the coming years, Norwegian's commitment to innovation will continue to raise the bar for the cruise industry. Due to the Covid pandemic situation, the operations of all cruises had been sealed and in anticipation of sailing again, Norwegian is implementing new health and safety measures, including installing H13 HEPA air filters. The company is also working with the CDC and the new colour-coding system to indicate each ship's COVID-19 status, and to repatriate Norwegian crews still stuck aboard their vessel.

1. Based on what had been introduced, what is the differences between a cruise line and ferry line business and list down 2 examples on cruise line and ferry line. (10 Marks)
2. What is the characteristic of cruise ship and Ferry Line? (18 Marks)
3. What will be the RM practices in cruise line? (12 Marks)

END OF EXAM PAPER