

SCHOOL OF HOSPITALITY

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BHM 3303 Innovation and Contemporary Issues in Hospitality and Tourism**
Semester & Year : May- August 2016
Lecturer/Examiner : Ms. Dewi Pratomo
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (70 marks) : FIVE (5) short answer questions. Write your answers in the Answer Booklet(s) 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 of Hospitality 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 of Hospitality.

Total Number of pages = 4 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (70 MARKS)

INSTRUCTION(S) : Answer **FIVE (5)** questions in this section. Write your answers in the Answer Booklet(s) provided

1. Discuss the importance of using social network media as a marketing tool in the Hospitality and tourism sector. (15marks)

2. Business is an integral part of society, affects and is affected by the society. The two way relationship must be healthy and positive for the social and economic development of a country. For the business to contribute to the development of the society it is important that the business practices are honest, fair and transparent. Analyse **FIVE (5)** business intentions of Corporate Social Responsibilities (15 marks)

3. The financing and financial practices of hotels and related companies have gone through significant changes during recent times. This is partially due to a shortage of capital as a consequence of recent global financial crises. Analyse the difficulties in using traditional valuation techniques to value hotel properties. (10 marks)

4. Hotel managing companies date back to the early 1900s. Back then, the normal method to supply management services was through total property leases by which the operator leased the hotel from the owner. It was only between 1950 and 1960, following the global hotel expansion, that management agreements were created to provide a buffer against the operating risk associated with unknown uncertainties. Critically evaluate **FIVE (5)** advantages to owner and operator on lease terms. (15 marks)

5. Food & Beverage plays a very important role in the (Malaysian) hotel industry, specifically Conference and Banqueting. Analyse at least **FIVE (5)** issues in food and beverage Menu Planning. (15 marks)

END OF PART A

