

## 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 2017  
Lecturer/Examiner : Mr Ronald Willie Binati  
Duration : 3 Hours

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### 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.  
  
PART B (30 marks) : ONE (1) scenario question. 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

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1. Explain the difference between ***“Soft Human Resource Management”*** and ***“Hard Human Resource Management”*** and its implication on today's workforce. (10 marks)
2. Discuss **THREE (3)** expert hotel valuation techniques and analyse their limitation for hotel industry (15 marks)
3. Innovation is a very important part of change and growth in any industry.
  - a. Outline the following **THREE (3)** types of innovation:
    - i. Product Innovation
    - ii. Process Innovation
    - iii. Marketing Innovation (6 marks)
  - b. Explain an example of each of the **THREE (3)** types of innovation mentioned above for the hospitality and tourism industry. (9 marks)
4. 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)
5. As tourism becomes more global, new forms of tourism spring up continuously. A number of these forms of tourism are very contentious and have significant ethical issues.
  - a. Briefly outline **THREE (3)** forms of contentious tourism. (6 marks)
  - b. Analyse the ethical sides (i.e. pros and cons) of each of the **THREE (3)** forms of contentious tourism that you describe in your answer to question 5a. (9 marks)

**END OF PART A**

**PART B**

**: SCENARIO QUESTION (30 MARKS)**

**INSTRUCTIONS**

: Read the given case and write your answers in the Answer Booklet(s) provided.

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**END OF EXAM PAPER**