



**FACULTY OF HOSPITALITY & TOURISM
SCHOOL OF HOSPITALITY**

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

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Course Code & Name : **HOS2223 REVENUE AND PROFIT MANAGEMENT**
Semester & Year : May-August 2020
Lecturer/Examiner : Ms. Dewi Pratomo
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : FOUR (4) case study questions. Answers are to be written in the space provided.
PART B (40 marks) : TWO (2) case study questions. Answers are to be written in the space 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 = 7 (Including the cover page)

Final Assessments / Examinations HONOUR AND AUTHENTICITY DECLARATION

This form must be completed, signed and dated and either attached or submitted electronically for each final examination you take, including those taking place online or in your personal study time. You are advised to keep a copy of this form.

Student name	
Student ID number	
Programme	
Course code and title	
Final examination format	
Lecturer's name	
Date of submission	

PLEASE READ THE FOLLOWING STATEMENTS AND SIGN BELOW TO INDICATE THAT YOU HAVE SATISFIED THESE REQUIREMENTS.

1. I declare that this final examination is completely my own work, demonstrates my own abilities and knowledge and does not involve plagiarism or teamwork other than that authorised for this final examination.
2. More specifically, I declare that I have not contracted another person to do the work for me or allowed another person to edit and substantially change my work.
3. I have taken proper and reasonable care to prevent this work from being copied by another student.
4. I declare that my work for this final examination has not been submitted for assessment in any other course or programme within BERJAYA University College or elsewhere.
5. I am aware of and understand BERJAYA University College's plagiarism and academic dishonesty policies and that an infringement of this declaration leaves me subject to disciplinary actions and penalties.

Student signature _____ Date _____

PART A : FOUR (4) CASE STUDY QUESTIONS (60 MARKS)

INSTRUCTION(S) : Answer all questions in the space provided

Forecasting and tactics case study

The Sand Beach Langkawi Resort

The Sand Beach Langkawi Resort, a 5-star luxury hotel in Langkawi tells a tale of a lifestyle getaway. It is enveloped by immaculate splendour of sandy beach, marina and lush tropical hills. This awards-winning hotel in Malaysia embraces the architectural beauty from the Colonial era in a Mediterranean ambiance.

Sales Mix Overview

The general sales mix of the hotel guests means that the hotel is normally a leisure hotel (families) during school and other major holidays. There are 100 Family suites Room with family facilities (but no in-room laundry, the guests have to pay for the hotel to launder).

The Sand Beach Langkawi Resort has a **high season with often excessive demand** in December with many families travelling from neighboring countries like Singapore and Indonesia as well as Middle East and Europe as It also has excellent leisure facilities and June is a good month for Internet Travel Agent bookings. The room types and numbers of each are as follows:

THE SAND BEACH LANGKAWI RESORT ROOM TYPE BREAKDOWN:

Deluxe Suite Room:	100
Family SuiteRoom:	100
Standard Room	: <u>163</u>
Total	363

EVENTS 2019

FUTURE (REGULAR)

- Christmas Day Dec 25th
- New Year's Eve Dec 31st

FUTURE (NEW)

- Christmas Lunch celebration Dec 25th
- Boxing Day Dec 26th

- New Year's Eve celebration featuring "Black Pink" December 31st (fireworks count down)

PAST YEAR

Dec 2018	25 Mon	26 Tues	27 Wed	28 Thu	29 Fri	30 Sat	31 Sun	Total
Rack	5	7	8	8	30	50	60	168
Corp	23	25	25	25	49	49	40	236
T/Agent	80	81	83	85	81	75	78	563
Group	20	20	71	41	84	90	76	402
Package	108	103	103	95	80	60	65	614
Total	236	236	290	254	324	324	319	1983
%	65%	65%	80%	70%	89%	89%	88%	78.0%

ON THE BOOKS

Dec 2019	25 Mon	26 Tues	27 Wed	28 Thu	29 Fri	30 Sat	31 Sun	Total
Rack	3	3	15	18	33	50	45	167
Corp	17	27	11	11	37	61	50	214
T/Agent	85	82	80	85	80	50	43	505
Group	39	42	39	29	29	29	75	282
Package	70	71	127	100	127	100	150	745
Total	214	225	272	243	306	290	363	1913
%	55%	62%	75%	67%	85%	80%	100%	75.3%

COMP SET

Comp. Set	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Park	80%	82%	95%	89%	100%	100%	80%	88.7%
Royal	80%	80%	85%	82%	100%	100%	71%	86.4%
Istana	85%	89%	85%	84%	100%	100%	77%	87.9%
Castle	72%	78%	86%	80%	100%	100%	71%	84.1%

- a. Draw the table below in your answer booklet and fill up the forecast for December 2020
(20 marks)

Dec 2020	MON 25	TUES 26	WED 27	THUR 28	FRI 29	SAT 30	SUN 31	Total
RACK FIT								
CORP								
T/Agent								
GROUP								
Package								
TOTAL								
%								

- b. Justify the forecast based on your market Segment
(20 marks)
- c. Referring to your forecast, the time of year and the rooms and rates listed below, Draw the table in your answer booklet and explain the revenue management strategy you would use to ensure that your forecast for December at The Sand Beach Langkawi will happen.
(10 marks)

<u>Control Marker</u> <u>(strategy):</u>	<u>Would</u> <u>you</u> <u>Use?</u> <u>(Y/N)</u>	<u>What day/s</u> <u>and</u> <u>Rates/Rooms</u>	<u>Why/ Why not?</u> <i>If you don't use it, also explain why</i>
Close-Out.			
Minimum Nights. Please state how many nights			
Rate Average.			
Low Rate Promotion			
Package			

- d. Generate **FIVE (5)** strategies on maximising revenue for the month ahead and relate to market segment
(10 marks)

END OF PART A

PART B : TWO (2) CASE STUDY QUESTIONS (40 MARKS)

INSTRUCTION(S) : Answer all questions in the space provided

Delicious!

A new restaurant has opened up in downtown Kuala Lumpur near the KLCC called Delicious! Arriving guests are greeted by a valet and ushered to an alcove in a stone façade leading to the entrance partially hidden from the street. The hostess then leads the couple across the gleaming mahogany floor to a semi-circular booth set discretely in one corner. Wall sconces and small table lamps create a soft ambient glow. The thick starched napkins and linen tablecloths lend an air of formality to the establishment. Waiters in multi-coloured vests, jazz playing softly in the background, and a whimsical menu add a lighter, more mischievous element to the experience.

The menu features the standard favourites updated with a creative flair. A rich selection of prime steaks is matched with unique creations from the sea. And the delectable desserts alone lend credence to the restaurant's name.

Off to the left of the dining room resides a warm and inviting banquet room. The dichotomy of architectural designs adds interest to the room. French doors, a heavy stone fireplace and big bay windows make the room enticing for wedding receptions, parties and family birthday celebrations.

Located to the right of the dining room is a small, yet festive lounge. Two tops circle the half-moon bar located in the room's middle. Stools and a mahogany rail ring the room. Tucked in one corner is a microphone, evident of the previous night's entertainment. Scents of fine wine and 20-year-old scotch waft through the air, competing for space with a variety of perfumes.

Physical facilities:

- 80-seat restaurant
- 36-seat lounge
- 1900 square foot banquet room
- 16-seat terrace patio outside banquet room

Product and services:

- Lunch, Dinner, Cocktails, Entertainment, and open six days per week

SWOT Analysis:

- Strength: Strategic location, quality of product, great reputation
- Weakness: No chain affiliation, no parking space
- Opportunities: Increase capture of conventioners, book more events, increase lunch business from surrounding offices.
- Threats: Cost of ingredients. Lack of fresh local seafood, increased fuel costs.

- Competitors similarly positioned restaurants within walking distance of the convention centre

Overview:

- Time period used for analysis: June 1st through July 15th
 - Booking pace and pattern: Individual dinner reservations made in the week for the week. Banquets booked 3-6 months out. Social events booked from 1-12 months in advance. Local walk in business for lunch
 - Channels currently used: Restaurant website, advertisement in the convention centre and bureau publications, radio spots, link on state's restaurant association website, advertisement in local newspaper and magazine like time out KL.
 - Prices: Lunch entrees range from RM 20- RM125 and dinner entrees start at RM50
 - The restaurant is new and currently very busy.
- a. Propose **FIVE (5)** possible strategies and tactics that may be applied during this time period to optimize revenues? (20 marks)
- b. Propose **FIVE (5)** strategies and tactics could the restaurant develop to increase revenues and reduce or minimise potential threat? (20 marks)

END OF EXAM PAPER