



SCHOOL OF HOSPITALITY

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BHM2309 Rooms Division Management**
 Semester & Year : September – December 2017
 Lecturer/Examiner : Ms. Tengku Intan Naziera Binti Tengku Ariff
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
 - PART A (50 marks) : FIVE (5) Short Answer / Illustrations Type of Questions. Write your answer(s) in the answer booklet provided.
 - PART B (30 marks) : TWO (2) Case Study Calculations Type of Questions. Write your answer(s) in the answer booklet provided.
 - PART C (20 marks) : ONE (1) Essay Calculations Type of Question. Write your answer(s) in the answer booklet 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.

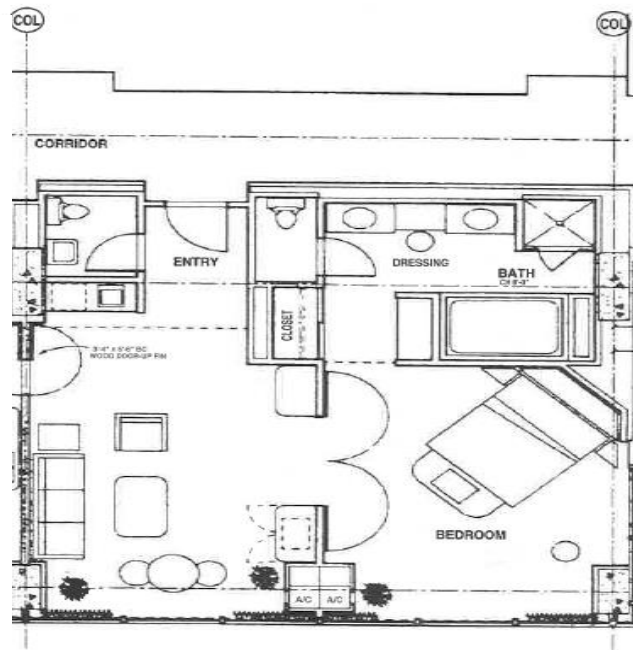
WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

Total Number of pages = 6 (Including the cover page)

PART A : SHORT ANSWER / ILLUSTRATION TYPE OF QUESTIONS (50 MARKS)

INSTRUCTION(S) : FIVE (5) questions based on the given scenarios. Write your answer(s) in the answer booklet provided.

1. Diagram shown below are the basic layout of a suite room. By using the diagram as an example, illustrate a layout for typical king size and twin size room.



(10 Marks)

2. Elaborate **FIVE (5)** benefits of upselling to guest and hotel.

(10 Marks)

3. Explain **FIVE (5)** channels of distribution management.

(10 Marks)

4. Research has shown that customers who have had a service failure resolved quickly and properly are more loyal to a company than are customers who have never had a service failure, significantly more loyal. Service Recovery practices are a critical element in a Customer Loyalty Program. By using your own experience, describe **FIVE (5)** steps in handling customer complaints?

(10 Marks)

5. Explain **FOUR (4)** categories as complaints and give examples.

(10 Marks)

PART B : CASE STUDY CALCULATIONS TYPE OF QUESTIONS (30 MARKS)

INSTRUCTION(S) :TWO (2) Case Study Calculations Type of Questions. Write your answer(s) in the answer booklet provided.

1. You have been appointed as an assistant to the executive housekeeper of a new property in Kuala Lumpur You have been instructed to present the **initial opening inventory** for bed linen (sheet and pillowcase). Below are the details regarding the sheets structure of the property

25 suites with one king and one double size couch

200 rooms with two queen size beds each

100 twin bedded rooms

Each bed is made up using two sheets. two large pillows will be placed on each king size bed, one large pillow on each twin bed and couch, and two standard size pillow on each queen size bed. The par for all item is 2.5.

Sheets

Room Type	No of bed	X 2 sheets	total	X par	Total sheet
Suites	?	2	?	2.5	125 King Size
Queen	?	2	?	2.5	?
Twin	?	2	?	2.5	?

Pillow Case

Type	Amount	Total	Par	Total pillowcases
Large pillow (King)	?	?	2.5	?
Large pillow (Twin)	?	?	2.5	500
Large pillow (Couch)	?	?	2.5	?
Total large pillow case	?			
Standard pillow	?	?	2.5	2000
Total standard pillow	?			

(20 Marks)

2. ABC Hotel has 350 rooms: 50 are triple, 150 are double and the remaining is single. On the night of November 17th, 2015 the night auditor counted 221 rooms occupied, 40 are triple, 102 are double, and the remaining are single. Moreover, the housekeeping department communicated only 10 rooms (all single) out of order for the night of November 17th, 2015.
- (a) Please calculate ABC Hotel's Occupancy Percentage for the night of November 17th, 2015?
- (b) Please calculate XYZ Hotel's Single, Double, and Triple Occupancy rates for the night of November 17th, 2016?

(10 Marks)

PART C : ESSAY CASE STUDY TYPE OF QUESTION (20 MARKS)

INSTRUCTION(S) : ONE (1) Essay Calculations Type of Question. Write your answer(s) in the answer booklet provided.

1. Bayview Lagoon Resort has 400 room with average occupancy of 70%. The manager has calculated the payroll and the other related expenses for rooms is RM120. The hotel has a RM500 room rate and variable cost for the room is RM150.

**Bayview Lagoon Resort
Income Statement
For the year ended Dec 31, 2016**

Operated Department	Net Revenue	Cost of Sales	Payroll Exp.	Other Exp.	Income (loss)
Rooms	?		?	?	?
Food	1913876.00	900000.00	400000.00	320568.00	293308.00
Beverage	419662.00	195066.00	130000.00	48000.00	46596.00
Telecommunications	119132.00	67086.00	20000.00	15990.00	16056.00
Other Operated Dept.	141203.00	57047.00	48000.00	17900.00	18256.00
Rental and Other Income	162128.00	64000.00	12000.00	5000.00	81128.00
Total Operated Dept.	8692945.00	1283199.00	1810000.00	637064.00	4962682.00
Undistributed Operating Expenses					
Admin & General			98000.00	23400.00	121400.00
Information System			18000.00	16700.00	34700.00
Human Resources			56000.00	23980.00	79980.00
Security			30000.00	14560.00	44560.00
Franchise fees			0.00	0.00	0.00
Transportation			5900.00	1200.00	7100.00
Marketing			120878.00		120878.00
Property Ope. & Maint.			23000.00	12000.00	35000.00
Utility Costs				120000.00	120000.00
Total Undistributed Operating Expenses			351778.00	211840.00	563618.00
Mgt. Fees, Property Taxes & Insurance					578000.00
Management Fees					145000.00
Property Taxes					89000.00
Insurance					198000.00
Total Mgt. Fees, Property Taxes & Insurance					1010000.00
Income before other fixed charges					?

With refer to the above income statement:

- (a) Calculate the above missing amount. (4 marks)
- (b) Calculate the income before other fixed charges. (4 marks)
- (c) Calculate the estimated number of rooms to be sold in a year. (4 marks)
- (d) Calculate the ADR. (4 marks)
- (e) Calculate the RevPar. (4 marks)

END OF EXAM PAPER