



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

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **ACC2223 REVENUE AND PROFIT MANAGEMENT**
Trimester & Year : September- December 2018
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) short answer questions. Answers are to be written in Answer Booklet provided.**
PART B (40 marks) : **ONE (1) case study. Answers are to be written 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 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.

PART A : SHORT ANSWER QUESTIONS (60 MARKS)

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

1. Describe each of the following terms and provide an example of each : (20 marks)
 - a. Revenue management
 - b. Market segment
 - c. Revenue
 - d. Profit
2. Explain the differences between profit and revenue. Explain at least **FIVE (5)** differences. (10 marks)
3. Discuss the difference between Proprietary Sites and Merchant Models and explain why hotels prefer customers to book through Proprietary Sites. (10 marks)
4. Identify and briefly explain **FIVE (5)** strategies for increasing RevPASH. (20 marks)

END OF PART A

