



Private & Confidential

**FACULTY OF HOSPITALITY AND TOURISM  
SCHOOL OF HOSPITALITY**

**FINAL EXAMINATION**

Student ID (in Figures) : 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : \_\_\_\_\_  
\_\_\_\_\_

Course Code & Name : **HOS2223 Revenue and Profit Management**  
Semester & Year : May - August 2021  
Lecturer/Examiner : Mr. Justin Ho Li Vern  
Duration : 3 Hours

---

**INSTRUCTONS TO CANDIDATES**

1. **This question paper consists of 3 parts:**  
PART A (60 Marks) : **FOUR (4) short answer questions. Answer all FOUR (4) questions in the answer booklet provided**  
PART B (40 Marks) : **ONE (1) essay question. Answer in the answer booklet provided.**
2. **Candidates are not allowed to bring any unauthorised materials except writing equipment and calculator 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 = 3 (Including the cover page)**

**PART A : SHORT ANSWER QUESTIONS (60 MARKS)**

**INSTRUCTION(S) : FOUR (4) questions are definitional and extended short answer questions. Answers are to be written in the Answer Booklet provided**

---

1. Market segmentation is broken down into three segments in the modern hospitality industry, such as transient, group, and special contracts and negotiated. As the revenue manager, you are required to list down the THREE (3) transients markets and explain in detail each transient market and provide relevant examples. (18 Marks)
2. Recently, high-end casual dining started to reopen, and F&B business has enjoyed brisk business. one of the directors in the company showed interest in expanding the F&B arms. service As the revenue manager explained with examples, FIVE (5) factors affecting value perceptions in food services. (15 Marks)
3. Mandarin Oriental Kuala Lumpur lately encountered issues in their room sales; the management has analysed the situation and believe it is time to improve their strategies in managing revenue. As the manager in charge of revenue, list the **FIVE** steps to improve revenue management and briefly explain each step continuously. (15 marks)
4. When a revenue manager is seeking to optimise revenue in a highly constrained supply setting, he will often face THREE critical issues. List down the THREE (3) issues and provide TWO (2) examples of each issue. (12 marks)

**END OF PART A**

**PART B : CASE STUDIES (40 MARKS)**

**INSTRUCTION(S): One (1)** Case study question that require you to refer to the case study. Answers are to be written in the Answer Booklet(s) provided.

---

For 40 years, Chili's has welcomed guests with our sizzling personality and served up a good time every time. Our fun and energetic atmosphere is the perfect place for family and friends to gather together and enjoy a delicious meal. Our menu has grown over the years to include a distinct mix of Southwestern-inspired, classic American and international flavours. You can still enjoy our mouth-watering burgers, ice-cold beers and margaritas that made us famous, or you can choose to sink your teeth into even more remarkable, bold American favourites like our legendary Beef Ribs, Sizzling Fajitas and Boneless Buffalo Wings.

A lot has changed since our early days as a hamburger joint in Dallas, Texas. Today Chili's has over 1,600 locations in 31 countries and two US territories. Along the way, we've fed a bunch of guests, hosted a ton of parties and shared a log of laughs. Nothing brings people together like a shared meal, and at Chili's, every table has a story. More Life Happens Here®.

In the latest context, Chili's has introduced their limited-time menu featuring 4 new premium tacos – Ranchero Chicken Tacos, Spicy Prawn Tacos, Grilled Beef Tacos and Grilled Dory Tacos. Most of the restaurants around KL have been a hit in these items except for Sunway Velocity, and data are showing that the restaurant's sales have been dropping. After the restaurant evaluates the customers' feedback and realises many of them are not into the heavy Mexican flavours, they also felt that the quality and price do not match their liking.

Based on what had been introduced, describe the FOUR (4) marketing mix and explain the importance of these marketing mixes to Chili's (20 Marks)

Since the customers are not satisfied with the quality and prices acquired, As the revenue manager, explain the FOUR (4) service-related challenges known as the 4 I's of service and relate them to Chili's current situation (20 Marks)

**END OF EXAM PAPER**