



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

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **HOS2223 Revenue and Profit Management**
Semester & Year : September – December 2023
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 unauthorized 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. In the modern hospitality industry, market segmentation is broken down into 3 segments such as transient, group as well as special contract and negotiated. You, as the revenue manager are required to list down the THREE (3) transients markets and explain in details each transient markets 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 analyze the situation and believe it is time to improve their strategies in managing revenue. As the manager in charge of revenue, list the 5 steps in continuous improving revenue management and briefly explain each steps. (15 marks)
4. When revenue manager is seeking to optimize revenue in highly constraints supply setting, he will often be facing 3 critical issues. List down the THREE (3) issues and explain 2 examples on each of the issue. (12 marks)

END OF PART A

PART B : CASE STUDIES (40 MARKS)

INSTRUCTION(S): One (1) Case study questions 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 been welcoming guests with our sizzling personality and serving 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 great, bold American favourites like our legendary Beef Ribs, Sizzling Fajitas and Boneless Buffalo Wings.

Today Chili's has over 1,600 locations in 31 countries and two US territories. A lot has changed since our early days as a hamburger joint in Dallas, Texas. 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 has been a hit in these items except for Sunway Velocity and there are data shown that the sales of the restaurant has been dropping. After the restaurant evaluate the feedback from the customers and realize many of them are not into the heavy Mexican flavours also they felt that the quality and price does not matches their liking.

1. Based on what had been introduced, describe the FOUR (4) marketing mix and explain the importance of these marketing mix to Chili's (20 Marks)
2. Since the customers is 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 it to Chili's current situation (20 Marks)

END OF EXAM PAPER