



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 : **HOS1313 Accommodation Management**
Semester & Year : September - December 2023
Lecturer/Examiner : Siti Fariza Muhamad Amin
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (30 marks) : THIRTY (30) multiple choice questions. Shade your answers in the Multiple Choice Answer Sheet provided. You are advised to use a 2B pencil.
PART B (70 marks) : SEVEN (7) short answer types of questions. Write your answer(s) in the answer booklet provided.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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 B**: SHORT ANSWER TYPE OF QUESTIONS****(70 MARKS)****INSTRUCTION(S)****: SEVEN (7) questions. Write your answer(s) in the answer booklet provided.**

1. Describe the basic function of the Front Office. (10 marks)

2. Briefly explain the factors to be considered in developing a service management program. (10 marks)

3. List out **TEN (10)** possible information that normally available in information directory for guest communication activities. (10 marks)

4. Explain the **FOUR (4)** categories of complaints with related examples. (10 marks)

5. **Draw** a handling complaints diagram. (10 marks)

6. **Draw** the MASLOW Hierarchy diagram with the details of the theory. (10 marks)

7. You are the Front Office Manager for Wala Hotel – a 5-star hotel located in the city center of Kuala Lumpur. You have been working there for 3 years. Last week you have been told by Mr. Lee Min Ho, the General Manager that overall, the hotel revenue has been declining for the past 2 months. You have looked at the Reservation sales figures and discovered that the percentage of room sales has not improved recently.
You have asked the Reservation Manager to propose any **TWO (2)** incentive programs that will motivate the Reservationists to achieve better results in rooms, Food & Beverage and packages sales. Describe clearly with any related example that suit with the hotel policy. (10 marks)

END OF EXAM PAPER