UNIVERSITI UTARA MALAYSIA

FINAL EXAMINATION
SECOND SEMESTER 2008/2009 SESSION

CODE/COURSE : HOP3013 HOTEL OPERATION MANAGEMENT
DATE : 7/5/2009
TIME : 4.00 PM (2 HOURS ½)
VENUE : BK1 & 2 (FPAU)

INSTRUCTIONS:
1. This exam paper contains TWO (2) sections i.e., Section A and Section B, in SIX (6) printed pages, excluding the cover page.
2. Section A contains TWENTY (20) multiple choice questions. Section B contains SEVEN (7) short essay questions. You are required to answer ALL the questions.
3. Answer Section A and Section B on the answer sheets provided.
4. You are NOT ALLOWED to remove the exam paper from the examination hall.

<table>
<thead>
<tr>
<th>MATRIC NO.:</th>
<th>(in words)</th>
<th>(in figures)</th>
</tr>
</thead>
<tbody>
<tr>
<td>IDENTIFY CARD NO.:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LECTURER :</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GROUP :</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TABLE NO. :</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

DO NOT OPEN THE PAGE UNTIL YOU ARE TOLD TO DO SO

CONFIDENTIAL
Answer ALL questions.

Section A (20 marks)

1. Day rate can be defined as _____________________________.
   a. Room rate with discount
   b. Rate with all service charge and tax included
   c. Room rate with daily discount
   d. Room rate offered for less than overnight stay or out by 5 pm

2. No-shows guests are the guests who:
   a. Do not have prior reservations to check in
   b. Have reservations and have called hotel to cancel the reservation
   c. Have reservations but do not arrive
   d. Want to cancel their room reservations

3. A runner in a housekeeping department is responsible for:
   a. Assisting guest room attendant in providing clean linens in the guest floor linen closets
   b. Vacuuming for deep cleaning of carpeted area
   c. Issuing linen to the floor housekeepers
   d. Making beds and cleaning guest rooms

4. The key operating ration in determining a hotel's performance calculated by dividing total room sold sales by total rooms available and multiply by 100 is called:
   a. Current room occupied
   b. Occupancy rate percentage
   c. Average room percentage
   d. Rooms revenue

5. Which of the following hotel employees are responsible for balancing the guests' accounts every day?
   a. Accountant
   b. Night auditor
   c. General manager
   d. Front desk clerk
6. Typically, the rooms department (Room division) include:
   a. Reservation, food and beverage, concierge
   b. Front office, reservations, housekeeping, PBX
   c. Reservations, HR, general administration
   d. Reservation officer, front desk clerks, assistant manager

7. Which of the following are the sources of guest injuries in a hotel?
   a. bathrooms
   b. guestrooms
   c. public, internal and external areas
   d. All above

8. Accepting more reservations than the hotel can fill, is a practice called:
   a. Commission base
   b. Overlimit
   c. Overbooking
   d. Multiplier effect

9. The segment of the full service hotel industry include:
   a. Deluxe, luxury, upscale
   b. Suite, extended stay, timesharing
   c. Mid scale, economy, budget
   d. FIT's, leisure and government

10. Time share hotel/lodging is a type of hotel that:
   a. Offers a host of programs and services to meet clients' needs
   b. Provide full service facilities to an upscale market
   c. Provide facilities and services targeted to meet a large group of guests
   d. Offer the purchaser the right to use lodging equipped with a variety of services and facilities for a set interval each year.

11. Ritz Carlton, Four Seasons and The Regent hotel is classified as:
   a. Deluxe and luxury hotel property
   b. Limited service hotels
   c. Full service hotels
   d. a & c
12. Hotel A has 150 rooms available and if 70 rooms are sold for any given day, the occupancy percentage is:

a. 54%
b. 47%
c. 60%
d. 70%

13. Average monthly occupancy for Hotel A is 70%. Hotel A has 220 rooms available for sale and therefore the average monthly total room sold is:

e. 154
f. 150
g. 88%
h. 70%

14. These are the elements of guaranteed reservation:

a. Advance payment through major credit cards
b. Guests can come anytime even after 6 pm
c. Guaranteed payment will be refunded if the guests do not show up
d. a & b

15. Walk in guests are the guests that:

a. do not have prior reservation
b. make advance credit card payment
c. do not show up upon arrival time
d. do not make payment after check out

16. Skippers are the type of guests that:

a. do not have prior reservation
b. make advance credit card payment
c. do not show up upon arrival time
d. leave the hotel without making any settlement
17. Out of order room means:
   a. Occupied room
   b. Cannot be rented due to maintenance problems
   c. Room not ready
   d. Blocked room for sales inspection

18. Complimentary room rate is:
   a. Full price room rate
   b. Reduced rate offered to frequent guests
   c. Rate offered as part of the hotel event
   d. Free rate as part of hotel special promotion

19. In Malaysia, hotels are rated based on which system?
   a. The Point System
   b. The Grade System
   c. The Efficiency System
   d. The Star System

20. Commonly, the guest may pay his or her outstanding balance upon check out using the following except:
   a. cash
   b. traveller's check
   c. personal check
   d. a and b
Section B (80 marks)

Question 1

List FOUR (4) type of room rates available in hotel establishment. (4 marks)

Question 2

There are three levels of management careers in the hotel business. Explain those levels by giving specific examples. (6 marks)

Question 3

There are several successful characteristics of hotel sales and marketing department. Explain FIVE (5) of those characteristics. (10 marks)

Question 4

a) Differentiate TWO (2) types of management companies. (4 marks)

b) Explain THREE (3) basic services provided by franchisor to franchisee. (6 marks)

c) Explain FOUR (4) types of fees that a hotel franchisee must pay to the franchisor. (8 marks)
Question 5

a) Define the term time sharing. (2 marks)

b) Describe THREE (3) types of ownership for time sharing. (6 marks)

c) Identify THREE (3) factors that influence the acquisition of time sharing. (6 marks)

Question 6

a) Distinguish the SIX (6) types of themed lodging. (12 marks)

b) Explain what activity-based lodging is. (4 marks)

Question 7

Describe the safety procedures practiced in the hotel areas below:
  a) Guest room
  b) Public area
  c) Banquet area
  d) Swimming pool (12 marks)

END OF QUESTIONS