



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF HOSPITALITY & TOURISM

QUALIFICATION : BACHELOR OF HOSPITALITY MANAGEMENT	
QUALIFICATION CODE: 07 BHMN	LEVEL: 7
COURSE CODE: RDM710S	COURSE NAME: ROOMS DIVISION MANAGEMENT
SESSION: JULY 2019	PAPER: 2
DURATION: 2 HOURS	MARKS: 100

SECOND OPPORTUNITY QUESTION PAPER

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MODERATOR: MRS. C. SUNDE

INSTRUCTIONS

1. Answer ALL the questions.
2. Write clearly and neatly.
3. Number the answers clearly.

THIS QUESTION PAPER CONSISTS OF _3_ PAGES (Including front page)

Question 1

What do you understand by the following Terms?

(20)

1.1 Booking Horizon (3)

1.2 Price makers (3)

1.3 Yield Management (4)

1.4 Overbooking (3)

1.5 Tariff (3)

1.6 Average Room Rate (2)

1.7 Homogeneity (2)

Question 2

Which one of the following is Correct? Circle the letter of the right answer.!

Why should a Rooms Division Manager ensure that Country and Nationality Codes / Statistics are always correct?

(2)

- a) It is the latest fashion.
- b) It's a procedure
- c) To be able to trace from which countries your guests are coming from.
- d) Ensure that the profile has information on it.

Question 3

Briefly discuss the role of the Night Auditor

(4)

Question 4

Discuss in brief the functions of a Room Division Manager.

(5)

Question 5

Assessing guest satisfaction is vital in Hospitality & Tourism! Summarise how you as the Rooms Division Manager of a unit ascertain guest satisfaction?

(4)

Question 6

Yield Management has proved itself to be a valuable approach to the problems of maximizing room revenue and is expected to increase in both importance and sophistication especially with increased computerization of hotel front offices.

Discuss the limitations that Yields Management holds? (4)

Question 7

Discuss six factors you would consider very important in Forecasting Rooms Revenue. (6x2=12)

Question 8

Critically evaluate inclusive and non-inclusive rates under tariffs and considerations that hoteliers would consider when choosing which type of rate to select for their establishment. (12)

Question 9

The General Manager of the Windhoek Palm Hotel, Namibia tasked you with the assignment to consider targeting conference groups. Analyse the factors you as the Rooms Division Manager would consider? (10)

Question 10

Fürstenhof Hotel has experienced, major losses due to “ No Controls “ or “Poor Controls “ at the front office. How would you as the newly employed Rooms Division Manager turn this situation around? Outline the process from the initial reservation stage until checking out! (10)

Question 11

The Sales & Marketing Analysis of NUST Hotel has reflected that over the last six months the Hotel’s Occupancy over weekends were always lower than during the week.

As the newly employed Rooms Division Manager of the unit what strategies would you consider to increase occupancies over weekends? Provide clear examples. (10)

Question 12

Discuss the factors influencing the standard time required for a cleaning job in the Hospitality and Tourism Industry. (8)

GOOD LUCK!!

[100]