



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF HOSPITALITY & TOURISM

| | |
|---|---|
| QUALIFICATION : BACHELOR OF HOSPITALITY MANAGEMENT | |
| QUALIFICATION CODE: 07 BHMN | LEVEL: 7 |
| COURSE CODE: RDM710S | COURSE NAME: ROOMS DIVISION MANAGEMENT |
| SESSION: JUNE 2023 | PAPER: 1 |
| DURATION: 2 HOURS | MARKS: 100 |

| FIRST OPPORTUNITY QUESTION PAPER | |
|---|----------------------|
| EXAMINER(S): | MR. G. CLOETE |
| 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 _4_ PAGES (Including front page)

Question 1

What do you understand by the following Terms? (8)

1.1 Exponential Growth (3)

1.2 Budget (2)

1.3 Prestige Product Pricing (3)

Question 2

Contrast and compare the “Price Makers” and “Price Takers’ in the hospitality industry and provide practical examples where possible. (4)

2.1 Price Makers

2.2 Price Takers

Question 3

Various Hotels may have their own niche markets which are targeted and may decide which business to accept and not, in order to ensure the Hotel do not loose business. Discuss Displacement!(8)

Question 4

Discuss the factors that need to be taken into consideration when reviewing staffing and training needs analysis especially in the Front of House and Back of House. (8)

Question 5

Various methods of Assessing guest satisfaction exist in the Hotel & Tourism Industry! Deliberate how you as the Rooms Division Manager of a unit ascertain guest satisfaction? (4)

Question 6

To Develop Market Segmentation strategies various rates are dealt with in reservations in the Hospitality Industry. Critically evaluate the rate segments and offer examples in Hospitality where necessary. (10)

Question 7

Discuss the key points to consider when conferences are considered at your Hotel? (4)

Question 8

Discuss the commitments and responsibilities of a Rooms Division Manager? (8)

Question 9

With the focus on front office night audit budgets and targets and the achievement thereof, outline the desirable features of a daily occupancy and revenue report and give reasons for this!

(8)

Question 10

Control in the Rooms Division is vital and important! Define and explain the Control Process.

(8)

Question 11

The Sales & Marketing Analysis of Windhoek Pension Hotel has reflected that over the last six months since the Hotel opened, the Hotel's Occupancy during the week were always lower than during the weekends.

Having visited the Hotel and focusing on the latest trends in planning of Hotels discuss what strategies you as the Rooms Division Manager would consider to increase occupancies during the week? Please provide clear examples.

(10)

Question 12

Guests stay in an Hospitality establishments where interior are good looking and convenient, for pleasure or for necessity and in each case they will require comfort, good food and service which are all dependent on good planning and organization throughout the establishment. Discuss Modern trends in planning Hotels.

(8)

Question 13

Calculate the average Room Rate by using the Hubbart Formula. (10)

NUST's Hotel, a 65- room hotel, is projected to cost N\$ 3,900,000. This is inclusive of land, buildings, equipment, and furniture. An additional N\$100,000 is needed for working capital. The Hotel is financed with a loan of N\$ 2,500,000 at 12.0 % annual interest with the owners providing cash of N\$ 1,500,000. The owners desire a 15 % annual return on their investment. 75% occupancy is estimated: thus 13,687 rooms will be sold during the year.

The income tax rate is 40 %. Additional expenses are estimated as follows:

| | | |
|-----------------------------------|-----|--------|
| • Property Tax | N\$ | 12,000 |
| • Insurance | | 20,000 |
| • Depreciation | | 30,000 |
| • Administrative & General | | 20,000 |
| • Data Processing | | 40,000 |
| • Human Resources | | 20,000 |
| • Transportation | | 21,000 |
| • Marketing Expense | | 24,000 |
| • Property Operation/ Maintenance | | 32,000 |
| • Energy costs | | 18,000 |

