



**PAMIBIA 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 2025	PAPER: 1
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION	
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 PAPER CONSISTS OF 4 PAGES (Including front page)

Question 1

What do you understand by the following term, “Cost Based Pricing”? Discuss and offer clear examples in Hospitality! (8)

Question 2

Seasonal Pricing plays a crucial role in Hospitality Room Sales. Discuss seasonal pricing: How it works, factors affecting and why Hotels are using seasonal Pricing. (8)

Question 3

Differential Pricing is a vital strategy used in Hotels. Discuss Differential Strategy in Hotels and provide clear examples where possible. (8)

Questions 4

Tabulate the differences between BAR, OTA and STO rates under the following headings. Definition, Pricing Structure, Booking Source, Flexibility, Cancellation Policy, Rate, Transparency, Commission Fees, Availability and Target Audience. (10)

Question 5

Briefly, discuss Yield Management in Hospitality with reference to Revenue. (8)

Question 6

Briefly discuss the roles of a Room Division Manager. (8)

Question 7

Discuss the factors you would consider very important in Forecasting Rooms Revenue. (4x2=8)

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. (8)

Question 9

The General Manager of the Mövenpick & Mercure in Windhoek, Namibia tasked you with the assignment to consider targeting conference groups. Analyze the factors you as the Rooms Division Manager would consider? (8)

◆	x time = Int. expense	_____	(1)
◆	Income b4 interest & taxes		
◆	Estimated Dep, Prop. Taxes & Ins	<u>600 000</u>	
◆	Income b4 fixed charges		
◆	Undistributed Operating Expenses	_____	(1)
◆	Required Operating Depts. Income	(1)
◆	<u>Dept Results excl. Rooms</u>		
◆	Less : Food & Bev. Income	(.....)	
◆	Rental & Other Income	(.....)	
◆	Plus: Tel. Dept Loss	_____	(1)
◆	Rooms Department Income		
◆	Rooms Dept Direct Expense		
◆	(54,750 x N\$ 10 .00 =)	_____	(1)
◆	Rooms Revenue	(1)
◆		<u>./ 54,750</u>	
◆	<u>Required average Room Rate</u>	(1)
		=====	(1)
	(1 x USA = 18 N\$)		(10)

GOOD LUCK!!

[100]