



**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: JULY 2025	PAPER: 2
DURATION: 2 HOURS	MARKS: 100

SECOND 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 QUESTION PAPER CONSISTS OF 3 PAGES (Including front page)

Question 1

What do you understand by the following Terms? (14)

1.1 Overbooking (3)

1.2 Tariff (2)

1.3 Average Room Rate (2)

1.4 Homogeneity (2)

1.5 Booking Horizon (2)

1.6 Price Makers (3)

Question 2

Which one of the following is Correct? Write or 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) To determine who has Visa rights for immigration.
- b) It's a procedure for the sending country
- c) To be able to trace from which countries your guests (Target Market) are coming from.
- d) Ensure that the profile has information on it.

Question 3

Briefly discuss the role of a Night Auditor (4)

Question 4

"Succinctly explain the key functions of a Rooms Division Manager." (6)

Question 5

"There are various methods for assessing guest satisfaction in the hotel and tourism industry. Discuss how you, as the Rooms Division Manager of a property, would determine guest satisfaction." (4)

Question 6

In the hospitality industry, pricing strategies often influence customer perception and demand. Using relevant examples, explain the concept of Prestige Product Pricing and discuss how it can impact customer behavior and product positioning in a hospitality setting. (8)

Question 7

In the hospitality industry, hotels often need to make strategic decisions about which business to accept in order to maximize revenue without losing potential higher-value guests.

Discuss the concept of Displacement in hotel operations. In your answer, explain the impact of primary, secondary, and tertiary displacement, and provide examples of how accepting lower-yielding business during high-demand periods can affect a hotel's long-term revenue and guest loyalty. (8)

Question 8

Effective staffing and training are essential for maintaining high standards in both Front of House and Back of House operations within a hospitality establishment.

Discuss the key factors that must be considered when reviewing staffing and training needs analysis in hospitality. In your answer, refer to elements such as the type and standard of the establishment, staff selection, budgeting, training schedules, and performance monitoring. Use relevant examples to support your points. (10)

Question 9

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 10

Avani the Three Star Resort 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! (16)

Question 11

Discuss the commitments and responsibilities of a Rooms Division Manager? Any (10)

Question 12

With specific reference to Front Office operations, particularly night audit, budgets, and the achievement of financial targets: Outline the desirable features of a Daily Occupancy and Revenue Report, and explain why each feature is important for effective hotel management and performance evaluation. Any (8)

GOOD LUCK!!

[100]