Paper Code: M-EPA-HMR4001

Level 4

Hospitality Manager: Revenue Manager - Mock Test

Information for registered centres

The seal on this examination paper must only be broken by the candidate at the time of the examination.

Under no circumstances should a candidate use an unsealed examination paper.

Information for candidates

Under no circumstances should you, the candidate, use an unsealed examination paper.
This examination consists of **10 multiple-choice** questions.
The minimum pass mark is **7 correct answers.**
The duration of this examination is **26 minutes**.
You are **NOT** allowed any assistance to complete the answers.
You must use a pencil to complete the answer sheet - pens must **NOT** be used.
When completed, please leave the **examination answer sheet (EAS)** on the desk.

EXAMINATION ANSWER SHEET (EAS) INSTRUCTIONS:
For each question, fill in **ONE** answer **ONLY.**
If you make a mistake, ensure you erase it thoroughly.
You must mark your choice of answer by shading in **ONE** answer circle only.
Please mark each choice like this:

01 (A) (B) (C) ●   **ANSWER COMPLETED CORRECTLY**

Examples of how NOT to mark your examination answer sheet (EAS). These will no

M-EPA-HMR4001 ANSWERS

01 (A) (B) (C) (D)   **DO NOT** partially shade the answer circle
                        ANSWER COMPLETED INCORRECTLY

01 (A) (B) (✓) (✗)   **DO NOT** use ticks or crosses
                        ANSWER COMPLETED INCORRECTLY

01 (A) (B) (C) (D)   **DO NOT** use circles
                        ANSWER COMPLETED INCORRECTLY

01 (A) (B) (C)   **DO NOT** shade over more than one answer circle
                        ANSWER COMPLETED INCORRECTLY

All candidates **MUST** sign the Examination Answer Sheet (EAS) in the bottom right-hand corner of the page before leaving the examination room.

Scenario 1

Fred is a revenue manager at a boutique hotel in a popular tourist destination. The hotel also contains a spa, a restaurant and a bar. Their role requires them to manage the revenue generated by the business, analyse and interpret data to drive revenue improvements and present and report on any revenue analyses carried out. They are also responsible for identifying and collecting data from different sources and compiling revenue forecasts.

1

Fred is reviewing the hotel's performance during the summer period. Which of the following data sources drives revenue improvements?

A. Competitor reviews, the profit generated and staff costs

B. Expenditure, footfall and customer feedback

C. Gross profit, social media reviews and staff feedback

D. Sales figures, customer feedback and various elements of social media

2

Fred is conducting a return on investment (ROI) analysis to support with revenue forecasting. The purpose of an ROI analysis is to:

A. determine the effectiveness of various marketing campaigns to maximise financial gains

B. evaluate the profitability of investments and initiatives, guiding strategic resource allocation for future planning

C. focus on immediate financial gains while considering the long-term sustainability of business strategies

D. integrate financial data and customer engagement metrics in decision-making processes

3

Fred wants to introduce key performance indicators (KPIs) to track the hotel's performance. Which KPI is used to measure the average price paid per overnight stay?

A. Cost per occupied room (CPOR)

B. Occupancy rate (OR)

C. Profit per available room (PROFPAR)

D. Revenue per available room (RevPAR)

4

Fred is conducting a revenue analysis. The aims of revenue analysis include:

A. assessing individual employee performance, analysing revenue targets and productivity, and making data-driven decisions

B. generating revenue, identifying strengths and weaknesses in revenue streams and assessing individual employee performance

C. identifying strengths and weaknesses in revenue streams, making data-driven decisions and understanding how revenue is generated

D. understanding how revenue is generated, focusing on increasing the sales volume and increasing the profitability of all products sold

5

As part of a revenue forecast, Fred is analysing the hotel's generated waste. The primary objective of identifying potential waste is to:

A. maintain high inventory levels

B. minimise inefficiencies

C. reduce staff numbers

D. seek customer feedback

6

How can Fred use overbooking to effectively manage and increase revenue?

A. allow the hotel to accept more reservations than rooms available, based on historical data and cancellation predictions

B. limit the number of reservations based on the hotel's capacity and the need to create a perception of high demand

C. offer last-minute discounts to fill the hotel's empty rooms and attract spontaneous travellers

D. reduce occupancy rates, which creates a sense of exclusivity and enhances the hotel's reputation

7

Fred has been asked to optimise performance using customer feedback and segmentation. Which of the following sources provide comprehensive data for these?

A.   Customer relationship management (CRM) systems, surveys conducted on repeat customers and social media comments

B.   Social media comments, feedback obtained from reservation systems and website analytics

C.   Surveys conducted on repeat customers, customer relationship management (CRM) systems and demographic research tools

D.   Website analytics, demographic research tools and competitor analysis

8

Fred is conducting research into market demand to improve revenue. In revenue management within the hotel, market demand data helps to:

A.   determine room rates, and identify the impact of local attractions and competitor behaviour

B.   determine staff schedules, and identify peak demand periods and seasonal patterns

C.   identify potential improvements to amenities, as well as seasonal patterns and competitor behaviour

D.   identify seasonal patterns, special events and competitor behaviour

9

When compiling data for a customer service competitor analysis, which sources should Fred use?

A.   Competitors' pricing strategies, social media posts and review platforms

B.   Competitors' pricing strategies, staff surveys and guest feedback

C.   Historical data, competitors' websites and social media posts

D.   Review platforms, competitors' websites and guest feedback

10

Fred has been asked by the owners to report on the hotel restaurant's performance for the previous year. It is important that the report is accurate because:

A.   managers can publish the report on social media to secure external funding for the restaurant

B.   marketing campaigns and restaurant staffing can be allocated for the following year

C.   strategic planning can be carried out, and an understanding of customer behaviour can be gained

D.   suppliers can then be contracted for products at set prices, and maintenance work can be performed as planned

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Level **4**