
End Term Examinations (April 2019)

School: Hotel Management

Program: Bachelor in Hotel Management

Course: Revenue Management

Course Code: MGT312

Semester: VI

Max Marks: 50

Duration (mins): 120

Note: 1. Figures to the right indicates full marks.

Q1. Define the terms. (5)

1. Revenue Management
2. Rack rate
3. Package rate
4. Commercial rate
5. Group rate

Q 2. Write revenue management formulas of the following. (5)

1. Potential average single rate
2. Potential average double rate
3. Multiple occupancy percentage
4. Rate spread
5. Room rate achievement factor

Q 3. Answer any two of the following in 60-70 words. (10)

1. What is the importance of revenue management in hotel industry.
2. What are the skills and qualities required by Revenue manager?
3. What are the various elements of Revenue Management?

Q.4. Write a short note on. (Any 2) (10)

1. Explain goals of Revenue Management
2. Write a note on revenue management.
3. Write a note on competitive pricing strategy.

Q.5. Attempt any two of the following.

1. Explain high demand tactics of revenue management? (10)
2. What are the advantages of computerized revenue management? (10)
3. Which are the various reports generated by revenue management software? (10)