



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (December 2018)

School: Hotel Management

Program: BSc in Culinary Arts

Course: Revenue Management

Course Code: MGT312

Semester: III

Max Marks: 50

Duration (mins): 120

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

Q 1. A) Define the terms.

5 Marks

- 1) Rack rate
- 2) Transient rate
- 3) Revenue management
- 4) RevPar
- 5) Forecasting

B) Write revenue management formulas of the following.

5 Marks

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

Q 2. Answer any two of the following in 60-70 words.

10 Marks

- 1) What are the skills & qualities required by revenue manager?
- 2) How does pricing strategies help revenue management?
- 3) Why revenue management is better performance measure.

Q.3. Write short note on.

10 Marks

- 1) Importance of revenue management in hotel industry.
- 2) Goals of revenue management

Q.4. Answer any one of the following in 100-120 words.

10 Marks

- 1) What are the various elements of Revenue management?
- 2) Explain the advantages and disadvantages of revenue management.

Q.5 Explain the high demand and low demand tactics of revenue management?

10 Marks