



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examination (December 2019)

School: Hotel Management

Program: BScCA

Course: Revenue Management

Course Code: MGT312

Semester: III

Max Marks: 50

Duration (mins): 120

Q.1. Answer the following. (Any 5) (10)

1. Transient rate
2. ARR
3. RevPAR
4. Group Rate
5. Rack rate
6. Package rate
7. Commercial rate
8. Revenue Management
9. ADR
10. Duration control

Q.2. Write revenue management formulas of the following (10)

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

Q.3. Write short Notes. (Any 2) (20)

1. Importance of Revenue Management
2. Elements of Revenue Management

Q.4. Answer in brief. (Any 1) (10)

1. Explain high demand tactics of Revenue Management.
2. Which are the various reports generated by revenue management software?