ROLL No…………….

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR – 2014-2015

COURSE   :   5th Semester of 3-year B.Sc.in H&HA (**Specialisation**)
SUBJECT   :   Accommodation Management – III
TIME ALLOWED   :   03 Hours   MAX. MARKS: 100
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(Marks allotted to each question are given in brackets)
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Q.1.   Mention and explain the elements of revenue management.

(10)

Q.2.   Hotels need to determine revenue management strategies for both high and low demand periods. Illustrate.

(10)

Q.3.   Write the duties and responsibilities of a revenue manager of a four star hotel.

(10)

OR

(a)   What is hurdle rate? How is it used in revenue management?
(b)   What role does booking pace play in revenue management?

(5+5=10)

Q.4.   'ABC' hotel has 200 rooms out of which 20 are suite rooms. Single occupancy rate is `10,000/- and double occupancy rate is `12,000/-. Suite room occupancy rate is `25,000/- (irrespective of number of occupants). On a particular day, it had 75% occupancy out of which 10 were suite rooms. The discount given for single occupancy was 10%, for double occupancy was 15% and for suite rooms were 20%. The house count was 250.

Calculate: (i)   Rev PAR
(ii)   ARR
(iii)   Yield percentage

(10)

Q.5.   Explain how the competitive hotels track the revenue generation of each other using various revenue management softwares.

(10)

Q.6. Write short notes on **any two**:
    (a) Group booking lead time
    (b) Required non-room revenue per guest
    (c) Identical yields
    (d) Discount allocation

(2x5=10)

Q.7. Discount grid is an useful tool for a revenue manager in allowing discounts to the groups. Explain.

(10)

Q.8. "Rate Spread" and "Potential average rate" are two important tools of measuring yield. Illustrate with their formula.

(10)

Q.9. Should a group reservation be accepted or rejected solely on the basis of its effect on room revenue? Support your answer with reasons.

(10)

Q.10. Explain the following terms (**any four**):
    (a) Close to arrival
    (b) Cost per occupied room
    (c) Equivalent occupancy
    (d) Marginal cost
    (e) Sell-through
    (f) Potential average single rate
    (g) Wash down
    (h) Stay sensitive hurdle rate

(4x2 ½ =10)

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