

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR – 2013-2014

COURSE : 5th Semester of 3-year B.Sc.in H&HA (**Specialisation**)
SUBJECT : Accommodation Management – III
TIME ALLOWED : 03 Hours MAX. MARKS: 100

(Marks allotted to each question are given in brackets)

Q.1. Group room sales is a major element of revenue Management. Illustrate. (10)

Q.2. Explain the various available strategies of hotel Front Office with respect to revenue management. (10)

Q.3. (a) What is a wash factor and how does it affect revenue management?
(b) Why is communication between various revenue centres important to the successful implementation of revenue management? (5+5=10)

OR

Mention the role of a revenue manager of a large five star business hotel. (10)

Q.4. Mention the formula for the following:
(a) ARR (b) Yield percentage (c) Rev PAR
(d) Rev PAG (e) Potential average double rate (5x2=10)

Q.5. Write short notes on **any two**:
(a) Identical yield (b) Local and area wide activities
(c) Equivalent occupancy (d) Capacity Management (2x5=10)

Q.6. Name atleast **three** software used in revenue management with a brief description of each. (10)

Q.7. Draw a sample discount grid and list its uses. (10)

Q.8. Multiple occupancy percentage and room rate achievement factor are two important tools of measuring yield. Illustrate with their formula.

(10)

Q.9. What are several tactics which may be appropriate to adopt when the room demand is low and when the room demand is high.

(10)

Q.10. Explain **any four** of the following terms:

- (a) Break even analysis
- (b) Contribution margin
- (c) Displacement
- (d) Fixed cost
- (e) Minimum length of stay
- (f) Potential average double rate
- (g) Over booking
- (h) Upselling

(4x 2 ½ =10)
