

ROLL No.....

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2014-2016

COURSE : 2nd Semester of M.Sc. in HA
SUBJECT : Revenue / Yield Management
TIME ALLOWED : 03 Hours MAX. MARKS: 100

(Marks allotted to each question are given in brackets)

Q.1. Discuss the concept and application of revenue management in the context of hotel industry. (10)

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

OR

Explain Yield Management. Briefly explain the strategy to be adopted to maximize room yield during the off season. (10)

Q.3. What is meant by forecasting room availability? What type of information and data are required for forecasting room availability in hotels? (10)

Q.4. Give formulae to calculate the following:

- (a) Yield Statistic
- (b) Potential average single rate
- (c) RevPar
- (d) Multiple occupancy percentage
- (e) Market share

(5x2=10)

Q.5. Explain briefly the following availability strategies used in revenue management (**any two**):

- (a) Minimum length of stay
- (b) Close to arrival
- (c) Sell through

(2x5=10)

- Q.6. Comment on the following:
(a) Constrained & unconstrained demand
(b) Determination of identical yields

OR

- Explain the following:
(a) Booking pattern
(b) Stay pattern

(5+5=10)

- Q.7. Revenue management team of a hotel plays a vital role in managing room revenue. Discuss.

(10)

- Q.8. Discuss the application of revenue management software used in hotels. What are the different reports that can be generated?

(10)

- Q.9. Explain the elements of Revenue Management that must be considered when hotels base their booking decisions on revenue management.

(10)

- Q.10. Briefly explain:
(a) Determination of potential revenue
(b) Identical yields

(5+5=10)
