

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2015-2016

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 role and composition of revenue management team in enhancing room revenue.

OR

List and briefly explain duties and responsibilities of a Sales & Marketing Director towards generating and maximising room's revenue.

(10)

Q.2. Hotel Taj has 280 guest rooms. The current ADR for the hotel is Rs.4,200/- and the average occupancy is 80%. This hotel offers 180 double rooms and 100 twin rooms. The rack rates offered by the hotel management are as follows:

- (a) Single occupancy @ Rs.4,400/-
- (b) Double occupancy @ Rs.4,600/-

Twin rooms:

- (a) Single occupancy @ Rs.4,200/-
- (b) Double occupancy @ Rs.4,400/-

Calculate the following:

- (i) Multiple occupancy percentage if 154 rooms are occupied by more than one person.
- (ii) Potential average rate
- (iii) Room rate achievement factor
- (iv) Yield percentage
- (v) RevPAR

(5x2=10)

Q.3. Discuss the key elements of yield management which contribute to the maximization of revenue of all the revenue centers in a five star hotel.

(10)

- Q.4. Briefly explain the following terms (**any two**):
- (a) Capacity management
 - (b) Benefits of yield management
 - (c) Duration control
 - (d) Discount allocation
- (2x5=10)

- Q.5. List and briefly explain the various strategies and tactics used by Revenue Managers using real-time situations in maximising room revenue during high demand period.

OR

Evaluate the benefits of implementing revenue strategies or availability strategies towards maximisation of room's division revenue.

(10)

- Q.6. Discuss the role of revenue management software in supporting the compilation of room demand forecast and pricing of rooms at various channels and sources.
- (10)

- Q.7. Briefly explain the role of yield management in:
- (a) Airlines
 - (b) Cruise lines
- (5+5=10)

- Q.8. Explain the following terms (**any two**):
- (a) Selective overbooking
 - (b) Pricing and inventory management
 - (c) Market segmentation
 - (d) Demand forecast and displacement analysis
- (2x5=10)

- Q.9. From the following information, calculate the key performance indicators for all the hotels and formulate a table with market share, fair share and variance of the same:

Hotel	Occupancy %	ADR	Rooms sold	Room revenue	Rooms available	RevPAR
A	60%	3800	-	-	325	-
B	75%	-	-	-	280	3200
C	85%	-	340	9,86,000/-	-	-
D	-	4400	-	10,56,000/-	260	-

(10)

- Q.10. Discuss the importance of the following factors in developing room's availability forecast:
- (a) Historical demand and booking patterns
 - (b) Booking leadtime
 - (c) No show and cancellation analysis
 - (d) Information systems
- (4x2 ½ =10)
