

NATIONAL COUNCIL FOR HOTEL MANAGEMENT  
AND CATERING TECHNOLOGY, NOIDA  
**ACADEMIC YEAR – 2018-2019**

COURSE : 2<sup>nd</sup> Semester of M.Sc. in HA  
SUBJECT : Revenue / Yield Management  
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. Revenue management software can integrate room demand and room price statistics to stimulate high revenue producing scenarios. Explain the working of revenue management software and list the advantages. (10)

Q.2. Too much revenue management can be ineffective as no revenue management at all. Applying restrictions rigidly can actually discourage business. Discuss the justify the statement with help o different revenue management strategies. (10)

Q.3. What are the several tactics that may be appropriate to take when room demand is high? (10)

Q.4. Write short notes on **any four**:

(a) Capacity management	(b) Identical yield
(c) Multiple occupancy	(d) Discount allocation
(e) Achievement factor	

(4x2 ½ =10)

Q.5. What is forecasting? Explain the benefits of forecasting. What are the key success factors in forecasting?

**OR**

How do ten-day and three-day forecasts help ensure efficiency in front office operations? What is the relationship between these forecasts? What departments in the hotel rely on three forecasts other than the front office? (10)

Q.6. Explain the concept of fair market share forecasting and the procedure to calculate RevPAR Index. (10)

Q.7. What are the front office manager's key responsibilities in budget planning? How are they performed?

**OR**

What are the key areas of measurement in business plan? Explain giving examples.

(10)

Q.8. Hotel ABC has 500 rooms of same type with the rack rate of Rs. 8,000/-. On a certain day it sold its 100 rooms at Rs. 6,000/-, 150 rooms at Rs. 5,000/- and 200 rooms at Rs. 4,000/-. Calculate the yield of this property.

**OR**

Explain the concept of yield management and its application in hospitality sector with examples.

(10)

Q.9. Discuss the importance of break-even analysis for an efficient revenue management.

**OR**

Why is it important to maintain rate parity? Discuss.

(10)

Q.10. Discuss a few strategic and tactical restriction controls in transient business.

(10)

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