

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR 2016-2017

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. Prepare a Discount Grid for 80%, 70% and 60% current occupancies (at Rack Rate) for discounts of 5%, 10% and 15% on Room tariff assuming the following details:

Rack Rate - Rs. 10,000/-
Marginal Cost - Rs. 3,000/-
Total saleable rooms- 200

(10)

Q.2. Displacement of FIT guests to accommodate more groups may be a profitable but risky business decision. Discuss.

OR

Enlist and enumerate few reports generated by the revenue management software and mention their importance.

(15)

Q.3. Hotel Blue Moon has 350 rooms. The double occupancy rate is Rs.8,000/- and the single occupancy rate is Rs.6,000/-. On a particular day when the hotel was sold out, the house count was 600. The discounts given for double occupancy was 25% and that for single occupancy was 15%.

Calculate ARR, RevPAR and Yield for that day.

(3x5=15)

Q.4. Excess room inventory in all major cities in India has resulted in hotels paying maximum attention towards Revenue Management. Explain with suitable examples.

(10)

Q.5. Illustrate the various available strategies of revenue management in order to maximize yield.

(10)

Q.6. Enunciate the **five** major elements which must be included in the development of a successful yield strategy.

(10)

Q.7. Alternative strategies dealing with room availability plays an important role in controlling room rates and occupancy levels. Explain.

(10)

Q.8. Write short notes on **any two**:

- (a) Discount Allocation
- (b) Capacity Management
- (c) Duration Control
- (d) Composition and role of revenue management team

(2x5=10)

Q.9. Compare the different yield management applications for Airlines and package Tours.

(5+5=10)
