

[Time: - 2½ Hours]

[ Marks: 75]

Please check whether you have got the right question paper.

- N.B:
1. All questions carry equal marks.
  2. Each questions has internal choice.
  3. Use of calculator permitted.

**Question 1. Answer any 3****(15 Marks)**

- a) Explain the concept of Yield/Revenue Management and its application in hotel industry.
- b) Write notes on Capacity Management.
- c) List the elements of Yield/Revenue Management and write notes on any three.
- d) List five high demand tactics and five low demand tactics.
- e) A 200 room hotel with the following room type, 120 singles/1-bedded rooms and 80 doubles/2-bedded rooms. The hotel is operating at an occupancy of 85 % out of which 68 rooms are on double occupancy. The rates set by management for single/1-bedded rooms sold as single is Rs. 6,000 and sold as double is Rs. 8,000. The double/2-bedded rooms sold as single are Rs. 7,000 and sold as double is 9000. Calculate the (PAR) Potential Average Rate.
- f) A 300 room hotel with a potential revenue of Rs. 27,00,000 has generated a actual revenue of Rs.15,12,000 by selling by selling 210 rooms at varied rates. Calculate the Achievement factor [AF], Yield Statistic and RevPAR of the hotel using rates and occupancy formulas (net revenue).

**Question 2. Answer any 3****(15 Marks)**

- a) Definition and types of passport and the usage.
- b) What is the procedure for renewal of a passport.
- c) Write about the fee structure of various passports and amendments.
- d) What is an emergency document/passport and clause to issue the same.
- e) What are the requirements for processing a Visa.
- f) Write notes on Tourist Visa, Business Visa, Conference Visa, Recreation Visa and Student Visa.

**Question: 3 Terms. Answer any 15****(15 Marks)**

1. Best-rate guarantee program
2. 90-day forecast
3. Branding

**Turn Over**



4. Capacity
5. Central reservation office
6. Closed or closed out
7. Customer-centric approach
8. Data mining
9. Demand
10. Discounting
11. Electronic distribution
12. Fair price
13. Inventory management
14. Long-term goals and objectives
15. Market share
16. Maximum length of stay restriction
17. Net rate
18. Pace
19. Perfectly elastic
20. Pick-up
21. Price elasticity of supply
22. Strategic revenue management process
23. Price leader
24. Reservation conversion percentage
25. Stay pattern
26. SWOT analysis
27. Valley season
28. Transient
29. Values
30. Stay control

**Question 4. Answer any 5****(15 Marks)**

1. When does the Front Office Managers use the required equivalent occupancy calculation and its purpose.
2. Write brief notes on the two types of hurdle rates offered by hotels.
3. Write notes on Anticipated Group Business.
4. What is Booking Lead Time and its use in Revenue Management .

**Turn Over**



5. The hotel is currently operating at an average occupancy of 52 % and an average rate of Rs. 8000. The FOM feels the hotel can increase the occupancy by decreasing the rate to Rs. 6500. The marginal cost per room is Rs.1500. Calculate the required occupancy percentage to generate the current net- room revenue
6. What is a Landing Permit and when is this facility used.
7. What is the procedure followed in case of change in appearance.
8. **Terms: Any 3**
  1. Demand forecasting
  2. Competitor
  3. Group business
  4. Wash factor

**Question: 5. Answer any 5****(15 Marks)**

1. What is room contribution and non-room contribution.
2. Why Front Office Manager must consider the local and area-wide activities when implementing Yield or Revenue Management.
3. Write notes on Group Booking Pace.
4. What is the difference between closed-to-arrival and close-to-arrival.
5. The 200 hotel is operating at 75% occupancy. The number of rooms on double are 60. The Potential Average Single Rate (PASR) is Rs. 7000 and the Potential Average Double Rate (PADR) is Rs. 9500. Calculate the Potential Average Rate of the hotel.
6. Write notes on Employment Visa, Research Visa and Missionary Visa.
7. Who is a PIO? What is PIO Card.
8. **Terms: any 3**
  - i. Wholesale rate
  - ii. Run of the house
  - iii. Bundling
  - iv. Induce trial