

(2½ Hours)

[Total Marks:75]

INSTRUCTIONS FOR STUDENTS.

- 1) ALL QUESTIONS ARE COMPULSORY.
- 2) BASIC CALCULATOR IS PERMITTED TO BE USED.

Q.1. ATTEMPT ALL .**Marks (15)****A) FILL IN THE BLANKS.**

- i. The key to delivering quality service is _____.
- ii. Guests with the potential to pay most and stay longest are identified as a _____ guest segments.
- iii. Upgrading the overbooked guests for lower-priced rooms is an acceptable solution in the strategy _____.
- iv. The stayovers are rooms occupied during night audit minus _____ for the day.
- v. Revenue management formula for yield statistic is _____ X _____.

B) MATCH THE FOLLOWING.

| | | | |
|------|----------------|---|---|
| i. | Wash factor | A | accumulated settlement in same chain |
| ii. | Resorts | B | spillage/slippage |
| iii. | Demand trigger | C | Seasonality |
| iv. | Go Plan | D | considering actual average rate with potential average rate |
| v. | Yield static | E | “One-off” activity |

C) MARK AS TRUE OR FALSE.

- i. Marginal cost is incurred on the total inventory of rooms in the Hotel.
- ii. Revenue management considers both room and non-room revenue for implementing certain tactics during the varied demand periods.
- iii. House count of the hotel is the rooms occupied plus rooms expected to be occupied.
- iv. Anticipated group business is expected the group blocks every year from the same source.
- v. All the four availability ratios are used for forecasting future availability.

Q.2. ANSWER ANY THREE.**MARKS (15)**

- Explain how revenue uses certain strategies and tactics to maximize the revenue.
- List the benefits of revenue management and explain any one related to pricing and inventory decisions.
- Write short notes on five high demand tactics.
- List the 4 tactics used to implementing revenue strategies and write notes on the rate related tactic.
- The ABC Hotel has 250 guestrooms, is currently operating at a 80 % average occupancy. The hotel offers 100 single rooms and 150 double rooms. Management has established single and double rates for each room type. Any single room sold as a single is priced at 6,500; as a double, it sells for 8,200. Any double room sold as a single is priced at 8,000; as a double, it sells for 9,700. The double occupancy rooms are expected to 70. **Calculate:** The PAR- Potential Average Rate the hotel must operate on.
- The Hotel MAC operates 250 rooms, the rooms revenue generated selling 200 rooms was 15,10,000. The targeted/forecasted/potential revenue was 22,25,000. **Calculate:** Achievement Factor [AF], RevPAR- Revenue Per Available Room, and Yield Statistic. Also calculate the Discount Percentage.

Q.3. ANSWER ANY THREE.**MARKS (15)**

- Definition and types of passport and who is entitled to use them.
- Enumerate the procedure for renewal of a passport.
- Write note on emergency/short-term Passport and the procedure to extend the same to full-term.
- Write notes on tourist visa, business visa, conference visa, recreation Visa and student Visa.
- What is the procedure of "a change of name or surname".
- Write the procedure for replacement of lost /damaged passport.

Q.4. ANSWER ANY THREE.**MARKS (15)**

- Best available rate; Booking pace; Central reservation office; Dynamic packaging; Perfectly elastic.
- Cannibalization; Demand generator; Full pattern length of stay restriction; Long- term strategies; Prestige pricing.
- Price elasticity of supply; Reservation conversion percentage; Value-based pricing; Denial; Environmental scanning.

- d) Market segment; Promotional pricing; SWOT analysis; flash report; Data mining.
- e) Electronic distribution; Cut-off date; Branding; Channel distribution percentage; Decline stage.
- f) Best guarantee program; Competitive intelligence; Customer –centric approach; Demand drainer; Induce trial.

Q.5. ANSWER ANY THREE.

MARKS (15)

A)

- i) Why do front office manager take Overbooking.
- ii) Calculate the Yield Statistic of the 180 room hotel with a PAR potential average rate of 8,000. The hotel generates an ADR average daily rate of 6,800 by selling 144 rooms.

B)

- i) Write note on the revenue strategy Sell-Through.
- ii) Calculate the Achievement Factor of 200 room hotel with a PAR potential average revenue is 20,00,000. The hotel generates a revenue of and generating a room revenue of 12,37,500 by selling 195 rooms.

C) Answer the Terms: Closed-to-Arrival; Property management system; Rate integrity; Valley season; Value-based pricing.

D)

- i) What is displacement of transient rooms and when is the possible need for the displacement.
- ii) The hotel is currently operating at an average occupancy of 52% at an ARR average room rate of 8,000 and is considering strategy designed to raise the average occupancy by offering a discount of 25% on the current rate. The marginal cost of providing a room is 1,500. Calculate the Required Occupancy Percentage the hotel must achieve to match the net room revenue it currently generates?