

**Roll No.**

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**Total No. of Pages : 02**

**Total No. of Questions : 09**

**B.Voc. (Tourism and Hospitality Management) (Sem.-5)**

## YIELD MANAGEMENT

**Subject Code : BVHCM505-19**

**M.Code : 91329**

**Date of Examination : 16-12-22**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

## SECTION-A

**1. Write briefly :**

- a) Define yield.
- b) Potential average rate
- c) Amadeus
- d) Shawman
- e) Capacity management
- f) Identical yield
- g) Stayover
- h) RevPAR
- i) Wash factor
- j) Discount allocation.

## **SECTION-B**

2. How are yield management and revenue management related?
3. Discuss strategies to use when demand is high.
4. What role do potential food and beverage sales play in revenue management?
5. What are the different reports that can be generated with revenue management software?
6. Discuss the importance of forecasting room availability in hotels.

## **SECTION-C**

7. Explain in your own words the concept of revenue management.
8. Draw the organizational structure of revenue management department. Explain the duties and responsibilities of revenue manager.
9. 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

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**