

Note:

- 1) All questions are compulsory.
- 2) Calculator is permitted to be used.

Q1. Answer any Three (3).

(15)

- a) "Revenue Management is used to maximize revenue so that the highest possible profits can be realized." Write notes on the three strategies the front office managers use to accomplish this by controlling room rates and availability through rate and stay restrictions.
- b) Explain the analysis used by the front office manager related to fair market share related to occupancy and rates.
- c) Write notes on the local and area-wide activities and special events and how the FOM use these to enhance / maximize room revenue.
- d) What is revenue management based on how does the hotel use those criteria to maximize the room revenue?
- e) The ABC Hotel has 250 guestrooms, is currently operating at a 70 % 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 Rs.6,000; as a double, it sells for Rs.8,000. Any double room sold as a single is priced at Rs.7,000; as a double, it sells for Rs.9,000. The double occupancy rooms are expected to be 84. Calculate: The Potential Average Rate.
- f) The Hotel ABC operating with 200 rooms, sold 160 rooms to generate an (ADR) Average Daily Rate of Rs.6,800. The targeted (PAR) Potential Average Rate of Rs.8,000.

Calculate: i) The Achievement Factor ii) The Yield Statistic
iii) Revenue Per Available Room iv) Discount percentage.

Q 2. Answer any Three (3).

(15)

- a) Write about the fee structure of various passports and amendments.
- b) What is the procedure for making a minor's passport.
- c) What is an emergency/short-term Passport. The procedure to extend the same to full term.
- d) Write notes on any five types of visas.
- e) What is the procedure of "a change of name or surname."
- f) Write notes on the requirements for processing a visa.

Q3. Revenue Management Terms: answer any Fifteen (15)

(15)

1. Average daily rate.
2. Cannibalization.
3. Capacity.
4. Demand drainer.
5. Competitive intelligence.
6. Elastic.
7. Law of supply.
8. Market skimming.
9. Off-season.
10. Perfectly inelastic.
11. Perishable.
12. Pick-up.
13. Promotional pricing.
14. Rate integrity.
15. Reservation conversion percentage.
16. Run of house.
17. Stay pattern.
18. Strategic revenue management process.
19. Transient.
20. Rack rate.
21. Peak season.
22. Competitor.
23. Best available rate.
24. Decline stage.
25. Demand generator.
26. Value-based pricing.
27. Wholesale rate.
28. Maximum length of stay restriction.
29. Price elasticity of supply.
30. Must-stay restriction.

Q4. Answer any Five (05).

(15)

- a) The key to successful RM is to sell the right product to the right customer on the right day for the right price. Write short notes.
- b) Write short notes on Anticipated Group Business.
- c) What is Booking Lead Time and its length related to group and transient room sales.
- d) What is contribution from rooms and contribution from the non-room departments.
- e) Write brief notes on the two types of hurdle rates offered by hotels.
- f) Write short note on ECR and ECNR.
- g) Answer any three terms: 90-day forecast; Central Reservation System; Distressed inventory; Full pattern length of stay restriction; SWOT analysis.
- h) Calculate the Rev PAR revenue per available rooms of the 200 room hotel, generating a revenue of Rs.12,75,000 by selling 170 rooms.
- i) Hotel ABC is currently operating at 52% occupancy at an average daily rate (ADR) of 8000, and is considering strategies designed to raise its average occupancy by lowering the rate to Rs.7,000. The marginal cost of providing a room is Rs.1,200.

Calculate: The Required equivalent Occupancy Percentage must the ABC hotel achieve to match the net room revenue it currently generates.

- j) Calculate the PAR potential average rate of a 200 room hotel with an average occupancy of 80 % of which 72 are on double occupancy. The PASR potential average single room rate is Rs.7,000 and the PADR potential average double room rate is Rs.8,500.

Q5. Answer any Five (05).

(15)

- a) What is the procedure for change of address?
- b) What is a use of a Landing Permit, when is it issued.
- c) List five low demand tactics and write notes on one.
- d) Answer any three terms: Rate integrity; Short-term 3 to 5-day forecast; Price leader; Managing demand; Net rate.
- e) What is "Wash Factor" and what is the data is used to carry out a proper "wash" when required.
- f) Write short notes on revenue strategy tactic of minimum length of stay.
- g) Calculate the Achievement Factor of 180 room hotel with a potential average revenue of Rs.12,60,000. The hotel generates revenue of and generating a room revenue of Rs.8,35,200 by selling 144 rooms.
- h) Calculate the Yield Statistic of the 200 room hotel with a (PAR) potential average rate of Rs.7,000. The hotel generates an (ADR) average daily rate of Rs. 5,400 by selling 150 rooms.
- i) Name the managerial staff likely to participate in the revenue management meetings and the purpose of the meetings.
- j) Write short notes on group booking pace.
