

- Q.21 How revenue management is used in hotels?  
Q.22 What are the benefits of yields management?

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### Section-D

**Note: Long answer questions. Attempt any two question out of three Questions.** **(2x8=16)**

- Q.23 Elaborate the way revenue management is practiced by front office department with the help of suitable examples.  
Q.24 Define yield management. What are the various measures used for measuring yield?  
Q.25 Write notes on following:  
a) Potential high demand tactics  
b) Capacity management

**5th Sem.**

**Branch : Hotel Management & Catering Technology**  
**Subject : Front Office Management**

Time : 3 Hrs.

M.M. : 60

### SECTION-A

**Note: Multiple Choice Questions. All Questions are compulsory.** **(6x1=6)**

- Q.1 What is the primary goal of yield management?  
a) Maximize customer satisfaction  
b) Minimize inventory costs  
c) Maximize revenue by managing pricing and inventory  
d) Minimize marketing expenses
- Q.2 Which of the following is a key component of yield management?  
a) Inventory control  
b) Human resource management  
c) Product development  
d) Marketing strategy

- Q.3 What is dynamic pricing in the context of yield management?
- Offering discounts for bulk purchases
  - Adjusting prices in real-time based on demand and other factors
  - Setting the same price for all customers
  - Reducing prices at the end of a product's life cycle
- Q.4 Which technology is commonly used to implement yield management strategies?
- Enterprise Resource Planning (ERP) software
  - Customer Relationship Management (CRM) software
  - Revenue management Management (RMS) software
  - Supply Chain Management (SCM) software
- Q.5 Which of the following is a common feature of a timeshare?
- Ownership for a specific time period each year
  - Permanent full ownership of the property
  - The ability to rent the property to others year round
  - Unlimited use of the property throughout the year
- Q.6 Which of the following best describes a "Balanced budget"?
- When expenses exceed income
  - When income and expenses are equal
  - When income exceeds expenses
  - When income is less than expenses

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### Section-B

**Note:** Objective/Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 Yield means \_\_\_\_\_.
- Q.8 Capacity management means \_\_\_\_\_.
- Q.9 Forecasting means \_\_\_\_\_.
- Q.10 \_\_\_\_\_ is the domestic brand of time share business.
- Q.11 Overstay means \_\_\_\_\_.
- Q.12 Dynamic pricing means \_\_\_\_\_.

### Section-C

**Note:** Short answer type Question. Attempt any eight questions out of Ten Questions. (8x4=32)

- Q.13 Explain the role of yield management team.
- Q.14 What is duration control in yield management?
- Q.15 What are the factors that affect budget planning?
- Q.16 How is front office departments budget prepared?
- Q.17 Discuss the advantages and disadvantage of time share business?
- Q.18 What are the features of time share concept?
- Q.19 What is under stay and how is its percentage calculated?
- Q.20 Discuss various forecasting techniques used in front office section.

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