

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

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

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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

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.