

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF HOTEL MANAGEMENT & CATERING
TECHNOLOGY (BHMCT)
EXAMINATION: DECEMBER – 2022
SEVENTH SEMESTER

C/CB
60:40

Subject : - Revenue Management (BHM19C-026712)

Date: 06/12/2022

Total Marks: 30

Time:10.00 am to 11.30 pm

Instructions: 1) Each question carries equal marks.
2) Attempt any 03 questions.

- Q. 1.** Define **(10)**
1. Revenue management
2. Forecasting
3. Yield Management
4. Cost Control
5. Selective Overbooking
- Q. 2.** 1. List and explain any 5 high demand tactics. **(05)**
2. What are the challenges in yield management? **(05)**
- Q. 3.** 1. What are the benefits of forecasting? **(05)**
2. Write a short note on tools and tactics of revenue management. **(05)**
- Q. 4.** Explain in detail differential pricing. **(10)**
- Q. 5.** Explain in detail channel and inventory management. **(10)**