

Roll No.

[illegible]

Total No. of Pages : 02

Total No. of Questions : 09

B.Sc. (HMCT) (2016 & 2017 Batch) (Sem.-6)

FRONT OFFICE-5

Subject Code : BSHM-603

M.Code : 76235

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. Explain the following terms in brief (one or two lines each) :**

- (a) Fixed week timeshare
- (b) Yield Statistic
- (c) Intervals International
- (d) Discount
- (e) FIT
- (f) Overbooking
- (g) Reservation Lead Time
- (h) Condominium
- (i) No-Show
- (j) Potential Revenue

SECTION-B

2. Write a short note about the functioning of yield management software
3. Hotel Rama residency has 600 rooms for which Rack rate is Rs.9000/ per room. On 28th December, 2019, 480 rooms are occupied at an ARR of Rs.6400/.Calculate the yield %.
4. What are the common difficulties faced in marketing of timeshare business?
5. What is the impact of food & beverage activity on revenue management of a hotel?
6. Give formula for computation of the following in the process of yield measurement :
 - (a) Double occupancy %
 - (b) Identical yield
 - (c) Potential average rate
 - (d) Equivalent occupancy

SECTION-C

7. Explain the concept and importance of yield management.
8. Give your recommendations on what role government and industry should play to improve time share concept in India.
9. What are the benefits of yield management in hotel industry?

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.