

SECTION-B

- 2) Explain the importance of applying the concept of revenue management in hotel industry.
- 3) Write the formulas of Equivalent Occupancy.
- 4) Write a short note on Yield Management Team.
- 5) Explain the low demand tactics used for group business.
- 6) What are the high demand tactics to be applied for transient business?

SECTION- C

- 7) Explain how different activities act as elements of yield management.
- 8) Write the formulas for the following :

Yield & RevPAR
- 9) Describe the concepts of Capacity Management, Discount Allocation and Duration Control.

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.