Roll No. Total No. of Pages: 02

Total No. of Questions: 09

B.Sc.(HMCT) (2013 to 2015 Batch) (Sem.-5)

FRONT OFFICE-5

Subject Code: BSHM-503 M.Code: 70454

Time: 3 Hrs. Max. Marks: 60

INSTRUCTION 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 has to attempt ANY FOUR questions.
- 3. SECTION-C contains THREE questions carrying TEN marks each and students has to attempt ANY TWO questions.

SECTION-A

1) Explain the following:

- a) Sell Through
- b) Minimum Length of Stay
- c) Hurdle Cost
- d) Under Stay
- e) Variable Costs
- f) Discount Grid
- g) Contribution Margin
- h) Breakeven Analysis
- i) Rack Rate
- i) Over Stay

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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.

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