

Total No. of Questions: 7

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AISSMS College of Hotel Management and Catering Technology, Pune

Seat No:

[0607]/HSM367/2026/BSCHS\_SEM6

TYBSCHS (Sixth Semester) Examination, 2026

HSM367 - REVENUE MANAGEMENT

(2023 Pattern)

Time: 1 Hr. 30 Mins.

Maximum Marks: 25

Instructions: -

- (i) Solve any five questions.
- (ii) All questions carry equal marks.
- (iii) Draw diagrams wherever necessary.

Q1. Explain the terms :

- |                        |       |
|------------------------|-------|
| A) Inventory Control   | [ 1 ] |
| B) Loyalty programs    | [ 1 ] |
| C) Historical data     | [ 1 ] |
| D) Meta search engines | [ 1 ] |
| E) RevPAR              | [ 1 ] |

Q2. A newly opened hotel has appointed a revenue manager. Analyze the important roles and responsibilities the manager should perform to maximize revenue. [ 5 ]

Q3. Hotels divide customers into different market segments. Explain how market segmentation helps hotels design better pricing strategies. [ 5 ]

Q4. Explain the importance of forecasting demand in hotels. How can forecasting help managers plan pricing and room inventory? [ 5 ]

Q5. Analyze the advantages and disadvantages of Online Travel Agencies (OTAs) for hotels. [ 5 ]

Q6. A hotel has 100 rooms. On a particular day 70 rooms were sold and the total room revenue was Rupees 3,50,000. [ 5 ]  
Calculate:  
a) Occupancy Percentage  
b) ADR

Q7. How techniques such as upselling, cross-selling and dynamic pricing help hotels increase revenue. [ 5 ]

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