

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.Sc. (HMCT) (Sem.-6)

FRONT OFFICE-V

Subject Code :BSHM-603

M.Code :76235

Date of Examination : 06-07-22

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) Yield Statistic
- (b) Intervals international
- (c) Flexi week
- (d) FIT
- (e) Discount
- (f) Maintenance charges
- (g) Rate Spread
- (h) Differential pricing
- (i) Fixed Week time share
- (j) Hurdle rate

SECTION-B

2. Write a short note on the functioning of yield management team and its members.
3. Hotel Rajeshwari Inn has 500 rooms for which Rack rate is Rs.8000/ per room. On 22nd January, 2020; 360 rooms are occupied at an ARR of Rs.5600/. Calculate the yield %.
4. Define Timeshare. Briefly explain about the different types of time share.
5. Write a note on revenue management tactics to be used during low demand period.
6. Give formula for computation of the following in the process of yield measurement
 - (a) Room rate achievement factor
 - (b) Identical yield
 - (c) Potential average rate
 - (d) Equivalent occupancy
 - (e) Occupancy percentage

SECTION-C

7. Discuss the revenue management tactics of discount allocation, capacity management and duration control.
8. Elaborate on the role of government and industry in improving time share concept in India.
9. Write a comparative note on advantages and disadvantages of time share business.

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.