

- Q.19 What is overstay? How is its percentage calculated?
- Q.20 Who is a walk-in guest and how is its percentage calculated?
- Q.21 Explain identical yield and its significance.
- Q.22 Why yield management is even termed as output management?

#### SECTION-D

**Note:** Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

- Q.23 What is Yield management? Discuss its applicability to applicability to rooms division.
- Q.24 Discuss the various techniques for forecasting room availability in five-star hotels.
- Q.25 Write notes on :
- Role of yield management team
  - Duration control

(20)

(4)

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### 5th Sem / Hotel Management & Catering Technology

#### Subject : Front Office Management

Time : 3 Hrs.

M.M. : 60

#### SECTION-A

**Note:** Multiple choice questions. All questions are compulsory (6x1=6)

- Q.1 Which of the following industries is most known for using yield management?
- Agriculture
  - Airlines
  - Retail
  - Construction
- Q.2 Yield management typically involves:
- Fixed pricing
  - Predicting demand and adjusting prices accordingly
  - Reducing product offerings
  - Increasing operational costs
- Q.3 Which of the following is a challenge is yield management?
- High levels of product customization
  - Customer segmentation
  - Predicting demand accurately
  - Creating a large inventory

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- Q.4 How does yield management benefit companies in the service industry?
- By increasing production costs
  - By improving customer retention
  - By optimizing revenue through demand forecasting and pricing strategies
  - By simplifying product design
- Q.5 In a timeshare, how is the usage of the property typically divided?
- By the square footage of the property
  - By the number of people who own it
  - By allocating specific time periods to each owner
  - Based on who paid the most for ownership
- Q.6 What is a "zero-based budget"?
- A budget where every expense must be justified for each new period
  - A budget with no savings included
  - A budget that allocates all income to debt repayment
  - A budget that is used only for emergencies

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## SECTION-B

**Note:** Objective/ Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 Identical yield means \_\_\_\_\_
- Q.8 Yield management team constitutes of \_\_\_\_\_
- Q.9 Labour budget means \_\_\_\_\_
- Q.10 \_\_\_\_\_ is the international brands of time share business.
- Q.11 Under-stay guest is \_\_\_\_\_
- Q.12 Name a software used for managing yield.

## SECTION-C

**Note:** Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

- Q.13 What is low demand tactics in yield management?
- Q.14 Discuss the benefits of yield management software.
- Q.15 What is capital operation budget for front office department?
- Q.16 How can we forecast room revenue?
- Q.17 What are the difficulties faced in marketing time share business?
- Q.18 Discuss the role of government in scaling the concept of time share business in India.

(3)

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