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
Paper ID : [C1158]

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. **Write Short notes on :**

   a) Yield Statistic

   b) Selective overbooking

   c) Revpar

   d) Achievement factor

   e) Rate spread

   f) Multiple occupancy percentage

   g) PASR

   h) Average room rate

   i) Hurdle rate

   j) Demand and supply

SECTION-B

2. Explain the concept of Yield management.

3. Describe the concept of Capacity management.

4. List the potential high demand tactics for FIT in a hotel.

5. Explain the concept of identical yields.

6. Explain the benefits of yield management for a hotel.

SECTION-C

7. Describe the features of Yield management software.

8. Explain the concept of balancing ARR and occupancy percentage in pricing rooms.

9. List and explain the process of measuring yields with formulas.