

[illegible]

- a) Call Management
- b) Displacement
- c) Contribution to Conservation
- d) Forecasting Bookings
- e) Differential rates
- f) Emergency Management
- g) Rule of thumb approach
- h) Sales Strategies
- i) Merchandising
- j) Tour Operators

SECTION-B

2. Explain the significance of a Daily operations report.
3. Write a short note on “*Contribution to Conservation*”.
4. Classify Crisis Management with examples.
5. Describe the concept of Yield Management.
6. Why adequate staffing is necessary for effective Room Sales Management?

SECTION-C

7. List the steps in calculating target ARR using Hubbart Formula approach.
8. List the steps in handling customer complaints.
9. Write an essay on Ecological Sustainability.