



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B.Sc. International Hospitality Management

Type: Internal Semester Assessment

Date: 25th April 2022

Term: 9

Total Marks: 25

Time Duration: 2 Hours

Course Name: Revenue Management

Course Code: IHCH115

Instructor: Mr. Frazer Rodrigues

Name: _____

Student Number: _____

Class: _____

Marks Obtained: _____

Faculty Signature: _____

Invigilator Signature: _____

Main Answer sheet	Number of Supplements	Total number of Answer sheets
01		

- Carefully read each question at the outset of the paper. All queries must be addressed to the faculty within the first 10 minutes of the examination.
- All Questions are compulsory.
- Students are expected to maintain complete silence in the examination hall and avoid interacting or communicating with their peers.
- Students will carry only their essential Books, notes, pens, pencils, calculators and scales into the examination hall.
- Bags, eatables, drinks, etc. will not be allowed inside the hall with the exception of a bottle of water.
- Cell phones and beeping watches are prohibited in the examination hall. The usage of electronic data banks is prohibited.
- Students will answer the examination with only blue/ black ball point pens unless informed differently by faculty. Avoid usage of green or red ink pens on the answer sheet.
- Dictionaries will not be allowed into examination hall unless informed differently by faculty.
- Students may be permitted to take a break under exceptional circumstances only if accompanied by an invigilator.



Answer all the following questions

1. **Tariff is the rate or charges offered to the guest by the hotel for the use of different facilities and services in the hotel. Explain the factors affecting room tariff. (10 marks)**
2. **Principles of Revenue Management are the chief guides to making effective decisions providing revenue managers with useful Insights into reality and understanding of various managerial situations and circumstances. Elaborate. (5 marks)**
3. **Price is one of the most important ways in which customers choose between different products and services. Describe Revenue Management Pricing Strategies (10 marks)**