



V. M. SALGAOCAR INSTITUTE  
of  
INTERNATIONAL HOSPITALITY EDUCATION

**M.Sc. INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMENT**

Type: Semester End Assessment

Date: 06<sup>th</sup> January 2023

Batch and Semester: 2022- 24, Semester 1

Total Marks: 40

Time Duration: 2 Hours

Course Name: Advanced Revenue Management for Hospitality

Course Code: IHTC404

Instructor: Mr. Frazer Rodrigues

This paper contains 01 page in addition to the cover page

Full Name of the Student: \_\_\_\_\_

Permanent Registration 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.
- Students are expected to maintain complete silence in the examination hall and should not interact or communicate with their peers.
- Students will carry only their essential stationery like pens, pencils, ruler and simple calculators 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, electronic data banks, scientific calculator and smart/beeping watches are prohibited in the examination hall.
- 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.



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### Answer All Questions

Q.1) Knowledge of Revenue Management Principles gives insights to effectively match prices with buyer's perceptions of value and willingness to pay. Describe. (10 Marks)

Q.2) Describe the factors affect value perceptions in Food Services. (10 Marks)

Q.3) Psychological pricing is a pricing and marketing strategy based on the theory that certain prices have a psychological impact. Describe. (10 Marks)

Q.4) In the Hospitality industry, service quality is perceived by most guests as more crucial to value than product quality. Elaborate the link between quality, service, value and price. (10 Marks)