



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B.Sc. INTERNATIONAL HOSPITALITY MANAGEMENT

Type: Semester End Assessment

Date: 25/04/2023

Batch & Term: 2020-2023 & 9

Total Marks: 25

Time Duration: 02 Hours

Course Name: Revenue Management

Course Code: IHCH115

Instructor: Mr. Frazer Rodrigues / Prof. Irfan Mirza

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, rulers 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 calculators, and smart/beeping watches are prohibited in the examination hall.
- Students will answer the examination with only blue/ black ballpoint pens unless informed differently by faculty. Avoid the usage of green or red ink pens on the answer sheet.
- Dictionaries will not be allowed into the examination hall unless informed differently by faculty.



Answer all the following questions

Q.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 factors affecting room tariff. **(10 Marks)**

Q.2. Assume that the Caesar's palace has 240 rooms with an occupancy % of 80%. It has a double occupancy of 40% and a room rate differential of \$12 between the single and double room rates. Average room rate is \$60.
Calculate the single and double rates. **(05 Marks)**

Q.3. Demand Forecasting is the process in which historical sales data is used to develop an estimate of an expected forecast of customer demand. Explain Demand Forecasting Methods. **(10 Marks)**
