



V. M. SALGAOCAR INSTITUTE  
of  
INTERNATIONAL HOSPITALITY EDUCATION

### M.Sc. International Hospitality and Tourism Management

Type: Semester End Assessment (SEA)

Date: 09/01/2025

Batch and Semester: 2024-26 and Semester - I

Total Marks: 40

Time Duration: 2 Hours

Course Name: Advanced Revenue Management for Hospitality

Course Code: IHT-503

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.



## 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. Elaborate. **(10 Marks)**
- Q.2.** Elaborate on the Key Levers of Revenue Management. **(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.** Discuss the relationship between quality, service, value, and price in the hospitality industry, where guests often prioritize service quality over product quality. **(10 Marks)**

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