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School of Hospitality

**Bachelor of Business Administration in Tourism and Travel
Mid Term Examination - May 2024**

Duration : 90 Minutes

Max Marks : 50

Sem IV - I1UA403T - Hotel Management-II*General Instructions*

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) How is room availability determined in the reservation process? K2 (2)
- 2) Explain the process of handling reservation enquiries in a hotel. K1 (3)
- 3) Discuss the importance of maintaining reservation records in a hotel. K2 (4)
- 4) Define Yield Statistic and its significance in hotel revenue management. K2 (6)
- 5) In what areas is the concept of Revenue Management applied within the hotel industry? K3 (6)
- 6) What are the key concepts and elements of Revenue Management in the hotel industry? K3 (9)
- 7) Discuss the application of Revenue Management in transient room sales in hotels. K4 (8)
- 8) Explain how Revenue Management techniques are utilized in food and beverage activities within the hotel industry. K4 (12)

OR

- Describe the application of Revenue Management in local and area-wide activities offered by hotels. K4 (12)