Q.1. Define yield. “Revenue Management is an effective tool to maximize profit”. Justify the statement in approx. 600 words. (10)

Q.2. Explain the potential high and low demand techniques. (10)

Q.3. Explain the five elements of yield management. 
   OR
   Explain any five different forms of timeshare. (10)

Q.4. Explain four different types of timeshare contracts. (10)

Q.5. What is AIRDA? How AIRDA helps in the growth of timeshare industry in India? 
   OR
   What is RCI? Explain in detail the importance of RCI in timeshare industry. (10)

Q.6. Write five advantages and dis-advantages of time share? (10)

Q.7. Hotel XYZ has total rooms - 100, double occupancy rooms – 40, occupied rooms – 80, ARR – Rs.1,400/-, potential average rate – Rs.2,000/-. Calculate:
   (a) Multiple Occupancy Percentage
   (b) Yield  
   (5+5=10)
Q.8. Differentiate between any two:
(a) Vacation ownership and fractional ownership.
(b) Floating and rotating timeshare ownership.
(c) Closed to arrival and minimum length of stay strategies.
(d) Booking pace and booking lead time.

(2x5=10)

Q.9. Write short notes (any five):
(a) Achievement factor
(b) Displacement
(c) Identical yield
(d) Referral hotels
(e) Purple season
(f) Capacity management
(g) Discount allocation
(h) Wash factor

(5x2=10)

Q.10. Match the following:
(a) Turn right side
(b) One room only
(c) Thank you sir
(d) At the reception
(e) How many people
(f) Leave the luggage
(g) Coming tomorrow
(h) Rs.2000 only
(i) Call a taxi
(j) Monday market is closed

(i) une seule chambre
(ii) combien de personnes
(iii) tourner à droite
(iv) laisser les bagages
(v) venir demain
(vi) merci monsieur
(vii) appeler un taxi
(viii) deux mille roupies seulement
(ix) a la reception
(x) marche du Lundi est ferme

(10x1=10)

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