

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BBA IN HOTEL OPERATIONS (BBAHO) (603)
EXAMINATION: DECEMBER- 2025
FOURTH SEMESTER
Subject : Revenue Management (603405)

Date: 5/12/2025

Total Marks: 30

Time: 10.00 am to 11.30 am

Instructions: 1) Each question carries equal marks.
2) Attempt any 03 questions

- Q. 1** Explain consumer behavior in hospitality industry with examples. **(10)**
- Q. 2** Explain low Demand and high demand tactics of revenue management. **(10)**
- Q. 3** Explain in detail PRIMEFACT. **(10)**
- Q. 4** Write duties and responsibilities of following **(10)**
1. Reservations manager
 2. Distribution Manager
- Q. 5** Define Revenue management and write qualities of a successful revenue manager. **(10)**
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