

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

December, 2015

**BHY-051 : SPECIALISATION IN ROOM DIVISION
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : *All questions carry equal marks. Attempt any five questions.*

1. What is the concept of yield management ? 20
Explain it's applications in the hotel industry.
2. Describe how computer applications are used to 20
provide increased services to the guest and
increased financial control in the hotel.
3. (a) What is the formula that can determine the
number of rooms available for sale on any
given date ? 10+10
(b) List any five (5) occupancy ratios with their
formulas.
4. Write short notes (any two) : 10+10
(a) High and low demand tactics
(b) Types of Budget
(c) Capacity management

5. (a) What kind of special room rates, a hotel might offer ? 10+10
(b) What steps can front office employees take to control understays and unwanted overstay ?
6. What information do front office managers require to develop room availability forecasts ? 20
7. "Successful implementation of yield management depends on proper communication and co-ordination between various revenue centres". Elaborate on this statement. 20
8. (a) What are the objectives of Budgetary control ? 10+10
(b) What are limitations of Budgeting ?
9. Explain in brief : 5x4=20
(a) Room rate achievement factor
(b) Variable expenses
(c) Occupancy ratio
(d) Rate spread
(e) Revenue centre
10. Draw a neat format of a weekly forecast form. 20
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