Registration No : | 1 | 8 | 0 | 6 | 2 | 5 | 8 | 1 | 7 | 2 |

Total Number of Pages : 01

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.
The figures in the right hand margin indicate marks.

Part-I

| Q1 | Only Short Answer Type Questions (Answer All-10) | (2 x 10) |

a) What do you mean by Pricing Management?
b) Mention five criteria which are applicable and required for hospitality management and to apply Revenue management.
c) Explain different types of Pricing.
d) What do you mean by Dynamic pricing?
e) What do you mean by Cost based pricing?
f) What do you mean by bid price control?
g) Explain the full form of GDS and IDS
h) Write two applications of LinearProgramming.
i) How can a hotel company use its value chain to increase sales.
j) Explain the difference between GDS and IDS.

Part-II

| Q2 | Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) | (6 x 8) |

a) How revenue management is used in Airlines?
b) How revenue management is used in Railways?
c) How revenue management is used in Hospitality Industries?
d) Briefly explain Finite population model and also explain its significance.
e) What are the methods involved in measurement of revenue benefit.
f) How revenue management practice applied to Hostels? Explain
g) How revenue management practice applied to Hospitals ? Explain.
h) What do you mean by theory of optimal Network Control ?Explain its structure?
i) Explain the uses of Simulation model.
j) What do you mean by Generic pricing? What are the strategies are used in generic pricing?
k) What are the factors affecting Price strategies? Explain.
l) What are the methods involved in bid price control?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3	What are the objectives of pricing policy ?What are the factors influencing pricing policy ? Explain.	(16)
Q4	What is LPP? Explain its assumptions and applications. How LPP is used in Pricing policy.	(16)
Q5	What do you mean by simulation? Explain its types. What are the steps involved in simulation process. How simulation is used in pricing management?	(16)
Q6	a) Describe the features of perfect completion b) Describe the features of monopolistic competitive market.	(16)