



# **BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES**

**3<sup>rd</sup> SEMESTER (BATCH 2018-20)**

## **CLASS TEST - I**

### **Pricing and Revenue Management (18MBA-302D)**

**Total Marks : 15**

**Time: 1 Hour**

**1. Explain the terms briefly.**

**(5X1Mark)**

- a) Dynamic Price
- b) Replenishment Stock
- c) Quantity based revenue management
- d) Peak Load Price
- e) Segmented pricing

**2. Answer any two:**

**(2X2.5 Marks)**

- a. Discuss the relevance of dynamic pricing in Airline industries.
- b. Discuss the pricing decisions in the volume and revenue trade.
- c. Discuss the importance of price elasticity of demand in revenue management.

**3. Answer any one:**

**(1X5 Marks)**

- a. Discuss the pricing methods applicable in service industries.
- b. Discuss the perfect competition relationship with dynamic pricing.

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