



# **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) Bid Price
- b) Hub and Spoke network
- c) EMSR
- d) Virtual Nesting
- e) Bucket

**2. Answer any two:**

**(2X2.5 Marks)**

- a) Discuss importance of Greedy heuristic network management in service.
- b) How does indexing help airlines to control the revenue?
- c) Discuss the role of virtual nesting for revenue maximization.

**3. Answer any one:**

**(1X5 Marks)**

- a) Discuss the role of network management to maximize the revenue in service industries.
- b) Discuss the importance of different markets in revenue management.

\*\*\*\*\*