**CLASS TEST – II**

**(8th semester IMBA)**

**SUB: PRICING AND REVENUE MANAGEMENT            Total Marks: 30**

1. **Answer all the Questions (1\*10)**
2. Write the full forms of GDS and IDS.
3. In oligopoly market, what decision/decisions a firm can and cannot take in its level?
4. \_\_\_\_\_\_\_\_\_\_\_\_, also known as customized or personalized pricing, refers to the practice of price discrimination.
5. Critical ratio pricing (ii) Dynamic pricing (iii) Collective pricing (iv) Fixed pricing (v) Classical pricing
6. Define price discrimination.
7. Name the 3 decisions that are taken at 3 different stages of RM?
8. Give 2 reasons why firms differentiate products/services.
9. Write 2 challenges related to network control.
10. What is syndicated oligopoly?
11. What are the 2 classic models of oligopoly?
12. Mention at least 1 benefit of nested booking limits.
13. **Answer any two Questions (5\*2) (Short Type)**
14. What are the features of monopoly? Give examples.
15. What are the features of oligopoly market? Give examples.
16. What do you mean by ODF (or ODIF)? Explain with diagram how length-of-stay in hotel and hub-and-spoke network in airlines make different ODFs.
17. **Answer any one Question. (10\*1) (Long Type)**
18. Suppose there are limited 100 seats for booking in an Airlines with fare classes 1 (full fare), 2 (discounted), and 3 (deep discount). The allotments for each class are 36, 40 and 24 respectively. Under the scheme of nested booking limit find out the booking limits of each class. How the protection levels for the classes are expressed with these booking limits?
19. Write short notes on:
20. Revenue opportunity assessment
21. Revenue benefit measurement