Total Number of Pages: 02

MBA
18MBA302D

3rd Semester Regular / Back Examination: 2021-22
PRICING AND REVENUE MANAGEMENT
BRANCH(S): BA, GM, IB, MBA, MBA (M & F)
Time : 3 Hour
Max Marks : 100
Q. Code : OF499

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 **Answer the following questions :** (2 × 10)
a) Write four industries where Revenue Management is applied effectively.
b) What is the basic difference between cost plus pricing and demand oriented pricing?
c) State what is GDS stands for and where and how it is used.
d) Write down at least two main benefits of dynamic pricing.
e) Why price differentiation (or discrimination)is adopted in pricing management?
f) State the difference of assumption between finite and infinite population in dynamic pricing models
g) In perfect competition what decision/decisions a firm can and cannot take in its level?
h) What do you mean by 'willingness to pay' or 'reservation price' or 'reserve price'?
i) What are the main features of a monopoly market?
j) Write at least four factors that are taken as base for customer segmentation

Part-II

Q2 **Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)** (6× 8)
a) Explain briefly types of decisions taken in typical Revenue Management with examples.
b) Differentiate between Price based and Quantity based revenue management with examples
c) Explain how Revenue Management is applied in Airline industries with a limited number of seats.
d) Illustrate how Revenue Management is applied in hotel industry undertaking quantity based revenue management.
e) Distinguish between partitioned and nested bid control system in quantity based revenue management with a example
f) Explain dynamic pricing and its features. Differentiate between 'with replenishment' and 'without replenishment' models of dynamic pricing
g) What do you mean by ODF (or ODIF)? Explain with diagramme how length-of-stay in hotels and hub-and-spoke network in airlines make different ODFs.
h) Explain price differentiation (or discrimination) and it's types (degrees) with example. Which market structure is normally suitable to adopt price differentiation?
i) 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 each class. How the protection levels for the classes are expressed with these booking limits?
j) Explain comparing the 'Bid Price control and Booking limit control' system adopted in quantity based revenue management.
k) Explain how LP model is used in quantity based Revenue Management stating

objective function and constraint / constraints.

l)   What are the situations conducive to Revenue Management in an Industry?

Part-III
Only Long Answer Type Questions (Answer Any Two out of Four)   **(02 ×16)**

Q3   What are the traditional Pricing methods? Discuss their advantages and shortcomings.   **(16)**

Q4   What do you mean by Revenue Management? Discuss its nature and scope of its application in different industries.   **(16)**

Q5   Describe the Network Management in quantity based revenue management with example of an industry. Discuss the challenges and complexities of Network capacity control system   **(16)**

Q6   Write Short notes on   **(16)**
a)   Revenue Opportunity Assessment
b)   Revenue Benefit Measurement