

Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, December 2020

Course: Revenue Management and Dynamic pricing	Semester: III
Program: MBA-Open elective	Time 03 hrs.
Course Code: TMAM82010	Max. Marks: 100

SECTION A

1. Each Question will carry 5 Marks
2. Instruction: Fill in blanks for Q1 and Q2. State True or False for Q 3 to Q6.

S. No.	Question	CO
Q 1	Discounts offered to senior citizens and students is _____ degree of price discrimination	CO1
Q2	Imposing high penalty for cancellation and rescheduling of bookings is called as _____.	CO1
Q3	Perishable inventory can be better controlled through dynamic pricing. True/False	CO1
Q4	Dynamic pricing is suggested when there is regulatory for controlling the prices. True/False	CO1
Q5	Forecasting plays a critical role in Overbooking. True/False.	CO1
Q6	Revenue Management is more effective when demand is constant. True/false	CO1

SECTION B

1. Each question will carry 10 marks
2. Instruction: Write short / brief notes

Q 7	Explain any three forecasting techniques used in dynamic pricing?	CO2

Q 8	Discuss any four situations of using dynamic pricing.	CO2
Q 9	Explain customized pricing with suitable example?	CO2
Q 10	Analyse various levels of Revenue Management?	CO3
Q 11	Explain salient features of Mark down pricing ?	CO3
Section C		
<p>1. Each Question carries 20 Marks. 2. Instruction: Write long answer.</p>		
Q12	<p>Critically analyse various customer conflicts which are likely to arise due to dynamic pricing and revenue management?</p> <p>Or</p> <p>Mr. Madaan has decided to rent his one room through Airbnb. He has the following options</p> <ol style="list-style-type: none"> 1. Only \$100 rate is open, rest is closed. 2. \$100, \$90 are open, rest are closed. 3. \$100, \$90, \$80 are open, rest are closed. 4. \$100, \$90, \$80, \$70 are open, rest are closed. 5. \$100, \$90, \$80, \$70 and \$60 are open. <p>Assuming the Probability of one room getting occupied at any room rate is half and independent of the same at any other rate.</p> <p>Please answer which option is suitable. Explain with calculations and suitable explanation.</p>	CO2