


Name:	
Enrolment No:	

UPES
End Semester Examination, December 2023

Course: Airline Revenue Management	Semester: III
Program: MBA Aviation Management	Time : 03 hrs.
Course Code: TRAV 8001	Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.	Question	Marks	CO
Q 1	LEG	2	CO1
Q 2	Segment	2	CO1
Q 3	Passenger load factor	2	CO1
Q 4	RASK	2	CO1
Q 5	CRS	2	CO1
Q 6	GDS	2	CO1
Q 7	Origin and Destination	2	CO1
Q 8	Yield	2	CO1
Q 9	Stifle	2	CO1
Q 10	Price bucket	2	CO1

SECTION B
4Qx5M= 20 Marks

Q 11	Explain EMSR concept.	5	CO2
Q 12	Explain Fencing?	5	CO2
Q 13	Discuss any one type organization structure for Revenue management department?	5	CO2
Q 14	Discuss the evolution of Revenue Management in Airline Industry?	5	CO2

SECTION-C
3Qx10M=30 Marks

Q 15	Discuss the role of GDS system in Airline revenue Management?	10	CO3
Q 16	Critically analyse about Market segmentation and variable pricing?	10	CO3
Q 17	Discuss about spoilage? Analyse advantages and disadvantages of Overbooking?	10	CO3

SECTION-D
2Qx15M= 30 Marks

Q 18	Critically Analyse about various booking class structures?	15	CO4
Q 19	Discuss the role of Robert Crandall in starting dynamic pricing in Airline Industry and how it was successful in gaining market share over rivals?	15	CO4