



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2021

Course: Airline Revenue Management

Semester : 3

Program: MBA Aviation Management

Time : 03 hrs.

Course Code: TRAV 8001

Max. Marks: 100

Instructions:

Q.No	Section A (20 Marks) Explain the terms in short 10 X 2= 20 marks	Marks	COs
Q1	ASK	2	CO1
Q2	Booking Class	2	CO1
Q3	CRS	2	CO1
Q4	GDS	2	CO1
Q5	Inventory (for Airlines)	2	CO1
Q6	Passenger load factor	2	CO1
Q7	Origin and Destination	2	CO1
Q8	Yield	2	CO1
Q9	Stifle	2	CO1
Q10	Price bucket	2	CO1
	Section B (20 Marks) 4 x 5 = 20 marks		
Q1	Discuss various salient features of fencing?	5	CO2
Q2	Illustrate various types of passenger demand in airline Industry?	5	CO2

Q3	Discuss the evolution of Revenue management in Airline Industry and the current trends?	5	CO2
Q4	Explain in brief about Value-based pricing?	5	CO2
	Section C (30 Marks) Explain in detail for the below questions. 3 X 10 = 30 marks		
Q1	Explain EMSR concept. Discuss applications of the same in Revenue Management.	10	CO3
Q2	Critically analyse about Market segmentation and variable pricing?	10	CO3
Q3	Define Spoilage, Evaluate various advantages and disadvantages of overbooking in Airline Industry?	10	CO3
	Section D (30 marks) answer any one question 1 x 30 = 30 marks Answer any one question		
Q1	Evaluate various factors that influence a consumer's decision to purchase a ticket?	30	CO4
Q2	Compare Dynamic pricing strategy of Indigo and Air Vistara Airlines.	30	CO4