UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2019

Course: Airline Revenue management   **Semester: 3**

Program: MBA Aviation Management   **Time: 03 Hours**

Course code: TRAV 8001   **Max. Marks: 100**

Instructions:

	SECTION A answer all questions		
	Expand and Explain the following in one or two sentences in regard to airline revenue management	**Marks**	**CO**
Q1	Booking Class	**2**	**CO2**
Q2	CASK	**2**	**CO3**
Q3	Inventory	**2**	**CO1**
Q4	Fence	**2**	**CO2**
Q5	PLF	**2**	**CO2**
Q6	Opportunity cost	**2**	**CO3**
Q7	Price Bucket	**2**	**CO4**
Q8	RPK	**2**	**CO3**
Q9	Spill	**2**	**CO1**
Q10	Stifle	**2**	**CO2**
	SECTION B Answer any four		
Q 11	Discuss about spoilage? Analyse advantages and disadvantages of Overbooking?	**5**	**CO2, CO3**
Q 12	Discuss the role of GDS system in Airline revenue Management?	**5**	**CO1**
Q 13	Critically analyse about variable pricing in Airline Industry and its features?	**5**	**CO2**
Q 14	Discuss salient features of system-based revenue management Organisation?	**5**	**CO3**
Q 15	Discuss the evolution of Revenue Management in Airline Industry?	**5**	**CO4**
	SECTION-C Answer all questions		
Q 16	Discuss about various factors that influence a consumer's decision to purchase a ticket?	**15**	**CO3, CO5**
Q 17	Critically Analyse about various booking class structures?	**15**	**CO2, CO5**

SECTION-D

Case Study

Figure A

Bookings Class B	Probability	Fare Price ($)	EMSR ($)	Protection Class B ($ 600- 401)
1	~100%	600		
2	~100%	600		
3	~100%	600		
4	~100%	600		
5	~100%	600		
6	~100%	600		
7	~100%	600		
8	98%	600		
9	84%	600		
10	50%	600		
11	16%	600		
12	3%	600		
13	0%	600		

18	Discuss EMSR concept, its role in seat protection and exceptions to EMSR?	20	CO2, CO4
19	From Figure A, Please calculate how many seats can be booked based on EMSR concept?	10	CO3, CO4