



Name:

Enrolment No:

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, December 2022**

**Course: Airline Revenue Management**

**Program: MBA Aviation management**

**Course Code: TRAV 8001**

**Semester: 3**

**Time : 03 hrs.**

**Max. Marks: 100**

**Instructions:**

**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	CO
Q 1	ASK	2	CO1
Q 2	Booking Class	2	CO1
Q 3	CRS	2	CO1
Q 4	GDS	2	CO1
Q 5	Inventory ( for Airlines )	2	CO1
Q 6	Passenger load factor	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	Discuss various salient features of fencing?	5	CO2
Q 12	Illustrate various types of passenger demand in airline Industry?	5	CO2
Q 13	Discuss the evolution of Revenue management in Airline Industry and the current trends?	5	CO2
Q 14	Explain in brief about Value-based pricing?	5	CO2

**SECTION-C**  
**3Qx10M=30 Marks**

Q 15	Explain EMSR concept. Discuss applications of the same in Revenue Management.	10	CO3
Q 16	Critically analyse about Market segmentation and variable pricing?	10	CO3
Q 17	Define Spoilage, Evaluate various advantages and disadvantages of overbooking in Airline Industry?	10	CO3

**SECTION-D**  
**2Qx15M= 30 Marks**

Q 18	Evaluate various factors that influence a consumer's decision to purchase a ticket?	<b>15</b>	<b>CO4</b>
Q 19	Compare Dynamic pricing strategy of Indigo and Air Asia?	<b>15</b>	<b>CO4</b>