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| <b>Name:</b>         |  |
| <b>Enrolment No:</b> |  |

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

|   |                        |
|---|------------------------|
| <b>Course: Airline Revenue Management</b> | <b>Semester: VIII</b>  |
| <b>Program: MBA Aviation Management</b>   | <b>Time 03 hrs.</b>    |
| <b>Course Code: TRAV 8001</b>             | <b>Max. Marks: 100</b> |

**SECTION A**

1. Each Question will carry 5 Marks
2. Instruction: define the following in one sentence

| S. No. | Question     | CO  |
|--------|--------------|-----|
| Q 1    | LEG          | CO1 |
| Q2     | Segment      | CO1 |
| Q3     | O & D        | CO1 |
| Q4     | RASK         | CO1 |
| Q5     | CRS          | CO1 |
| Q6     | Price Bucket | CO1 |

**SECTION B**

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

|     |  |     |
|-----|--|-----|
|     |  |     |
| Q 7 | Discuss the evolution of Revenue Management in Airline Industry? | CO2 |

|  |  |            |
|--|--|------------|
| Q 8  | Discuss the role of GDS system in Airline revenue Management?  | <b>CO2</b> |
| Q 9  | Discuss various salient features of fencing?   | <b>CO2</b> |
| Q 10   | Discuss about spoilage? Analyse advantages and disadvantages of Overbooking?   | <b>CO3</b> |
| Q 11   | Critically analyse about Market segmentation and variable pricing?   | <b>CO3</b> |
| <b>Section C</b>   |  |            |
| <b>1. Each Question carries 20 Marks.</b><br><b>2. Instruction: Write long answer.</b> |  |            |
| Q12  | Critically Analyse about various booking class structures?<br>Or<br>Discuss about various factors that influence a consumer's decision to purchase a ticket? | <b>CO4</b> |