

Question No.	Questions	Option A	Option B	Option C	Option D	Correct Answer
1	Guest trends and reservation information helps in:	Forecasting future demand and managing resources effectively	Cleaning guest rooms more efficiently	Designing new uniforms for front desk staff	Increasing the number of available parking spots	1
2	What is the primary benefit of analyzing economic trends for hotel reservations?	Understanding guest preferences for room service	Forecasting future demand and optimizing resource allocation	Determining the best décor for hotel rooms	Reducing the number of housekeeping staff	2
3	Evaluating the _____ helps to ensure increased reservations and revenue.	Hotel architecture	Employee performance	Competitor prices	Marketing slogans	3
5	How can businesses identify emerging market trends effectively?	By focusing only on internal processes	By relying only on quarterly financial reports	By monitoring competitors weekly via the internet and	By reviewing maintenance schedules regularly	3
6	How can businesses forecast future demand and pricing trends?	By ignoring competitors	By checking quarterly reports	By focusing on internal sales	By analyzing data and market r	4
7	Which of the following is an effective strategy for developing pricing for rooms and pa	Offering dynamic pricing based	Using a fixed pricing model year	Ignoring customer preferences	None of these	1
8	Which of the following revenue recognition strategies can help maximize an organizati	Recognizing revenue when cas	Recognizing revenue at the poi	Recognizing revenue only afte	Delaying revenue recognition u	2
9	Measuring revenue performance regularly helps in _____.	Ignoring market trends	Identifying areas for improvement	Reducing customer satisfaction	Focusing only on short-term goals	2
10	Which strategy fosters a culture of revenue management in a hotel?	Setting targets only for sales	Relying solely on marketing	Encouraging departmental independence	Training all departments on revenue management	4
11	A critical analysis of strategies, room statistics, and demand factors is essential for _____.	Optimizing revenue and occupancy	Maximizing guest satisfaction	Reducing room rates only	Increasing staff turnover	1
12	_____ help in analyzing the monthly expenses when making a budget for expense control.	Random guesses	Financial statement	Marketing brochure	Vendor contract	2
13	Which of the following helps in increasing revenue?	Ignoring market trends and competitor strategies	Reducing marketing efforts to cut costs	Offering value-added services to customers	Delaying product or service delivery	3
14	Reviewing and measuring hotel revenue performance against established goals helps identify areas for improvement and ensures alignment with financial objectives.	TRUE	FALSE			1
15	Implementing an end-of-month reporting process in revenue management helps in _____.	Providing accurate financial insights	Avoiding detailed data analysis	Reducing reporting transparency	Ignoring revenue trends	1