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Candidate's Seat No: \_\_\_\_\_

**IMBA in AVI (NEP) Sem.-3 Examination**  
**DSC-C-AVI-232**

**Revenue & Pricing Mgmt in Ser Ind.**

**Time : 2.00 Hours]**

**December-2025**

**[ Max.Marks : 50**

**Instructions:**

- **Figures to the right indicate Full Marks.**
- **Do not write anything on the question paper.**

**Q.1.** Critically analyze how the COVID-19 pandemic necessitated a fundamental shift in the revenue and pricing management strategies of the hospitality and aviation sectors. Contrast the core methodologies employed in the pre-COVID market with the adaptive and often resilient strategies developed in the post-COVID environment. **(10 Marks)**

**Q.2.** You are the Revenue Manager for "AeroConnect," a traditional full-service airline that still heavily relies on third-party travel agents. Analyze the key impacts of the internet and e-commerce on airline pricing and fares, discussing how these technologies have fundamentally altered the industry's strategies and the competitive landscape. **(10 Marks)**

**OR**

**Q2. a)** What is seasonality in tourism? Discuss the three chief categories of seasonality in tourism? **(5 Marks)**

**b)** Is collaboration vital in the travel industry? Justify your answer. **(5 Marks)**

**Q3.** Evaluate critically how the rise of hybrid work models, advanced digital communication, and the increasing focus on sustainability have redefined the necessity and purpose of business travel in the current Indian business landscape. **(10 Marks)**

**OR**

**Q.3.** Write a detailed note on dynamic pricing as applied in aviation and hospitality sectors. **(10 Marks)**

**Q.4. a)** State the benefits of loyalty programs for employees in the hospitality industry? **(5 Marks)**

**b)** Discuss the various key performance indicators (KPIs) involved in monitoring performance in hospitality branding and marketing. **(5 Marks)**

**OR**

**Q4. a)** Discuss the various ways to cultivate collaborative culture in travel and tourism organizations? **(5 Marks)**

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b) What are the key factors that is driving demand of passengers in aviation sector in India?(5 Marks)

Q5. You are the Head of Strategy for "Himalayan Air," a regional Indian carrier primarily serving domestic leisure and religious travel routes. The company is facing intense competition and needs to optimize its marketing spend and dynamic pricing models to maintain profitability. The board requires a strategic overview of the external environment before finalizing the next fiscal year's budget.

Identify two critical factors within each of the four PEST categories (Political, Economic, Social, Technological) and analyze the potential impact of these factors specifically on the marketing and revenue management strategies of Himalayan Air. (10 Marks)

OR

Q.5. Discuss the various marketing challenges in travel industry in the present Indian context.

(10 Marks)

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