Paper Code: M-EPA-HMR4003

Hospitality Manager: Revenue Management - Mock Test

Level 4

Information for registered centres

The seal on this examination paper must only be broken by the candidate at the time of the examination.

Under no circumstances should a candidate use an unsealed examination paper.

Information for candidates

Under no circumstances should you, the candidate, use an unsealed examination paper.

This examination consists of **10 multiple-choice** questions.

The minimum pass mark is **7 correct answers.**

The duration of this examination is **26 minutes.**

You are **NOT** allowed any assistance to complete the answers.

You must use a pencil to complete the answer sheet - pens must **NOT** be used.

When completed, please leave the **examination answer sheet (EAS)** on the desk.

EXAMINATION ANSWER SHEET (EAS) INSTRUCTIONS:

For each question, fill in **ONE** answer **ONLY.**

If you make a mistake, ensure you erase it thoroughly.

You must mark your choice of answer by shading in **ONE** answer circle only.

Please mark each choice like this:

01 (A) (B) (C) ⬤   **ANSWER COMPLETED CORRECTLY**

Examples of how NOT to mark your examination answer sheet (EAS). These will not be recorded.

01 (A) (B) (C) (◗)   **DO NOT** partially shade the answer circle
                       ANSWER COMPLETED INCORRECTLY

01 (A) (B) (✓) (✗)   **DO NOT** use ticks or crosses
                       ANSWER COMPLETED INCORRECTLY

01 (A) (B) (C) (D)   **DO NOT** use circles
                       ANSWER COMPLETED INCORRECTLY

01 (A) (B) (C̶̸)   **DO NOT** shade over more than one answer circle
                       ANSWER COMPLETED INCORRECTLY

All candidates **MUST** sign the Examination Answer Sheet (EAS) in the bottom right-hand corner of the page before leaving the examination room.

Scenario 1

A revenue manager at a venue is responsible for maximising income across all areas of the business. They use a range of internal and external data sources to track booking patterns, customer behaviour, competitor activity and market trends. The manager analyses this information to support pricing, forecasting and performance reporting, which is shared with senior stakeholders to guide commercial decisions.

1

Which of the following enables the revenue manager to clearly communicate opportunities for income growth?

A. Assigning revenue figures to specific guests

B. Creating charts that show lead time changes

C. Identifying which staff completed upselling training

D. Monitoring social media engagement by campaign

2

How does maintaining the same price across booking platforms help the revenue manager?

A. It encourages longer stays from returning customers

B. It increases opportunities for upselling at check-in

C. It reduces confusion among potential customers

D. It removes the need for regular price reviews

3

Which of the following enables the revenue manager to collect accurate information from external sources?

A. Checking reports that show system access logs

B. Gathering notes from interdepartmental meetings

C. Tracking arrival times recorded during check-in

D. Using online tools to track competitor behaviour

4

How can the revenue manager use descriptive analysis to inform reporting?

A. By identifying why bookings were cancelled

B. By presenting a summary of recent performance

C. By ranking which competitors have increased prices

D. By updating packages in response to trends

5

When producing forecasts, which of the following supports the revenue manager in identifying likely income levels?

A. Analysing how lead times have shifted this quarter

B. Comparing the cost of each room type per night

C. Recording guest comments during post-stay surveys

D. Tracking how room numbers are assigned to guests

6

Which of the following approaches allows the revenue manager to respond to changing market conditions when adjusting rates?

A. Amending prices weekly regardless of demand

B. Keeping fixed prices throughout the financial year

C. Matching competitor offers regardless of performance

D. Reviewing availability alongside upcoming bookings

7

How can the revenue manager use booking pace data to inform pricing decisions?

A. By comparing weekend occupancy with weekday trends

B. By deciding how much to charge across distribution platforms

C. By identifying when to update rates based on future demand

D. By reviewing whether guests have selected promotional codes

8

Why does the revenue manager gather historical data on booking pace?
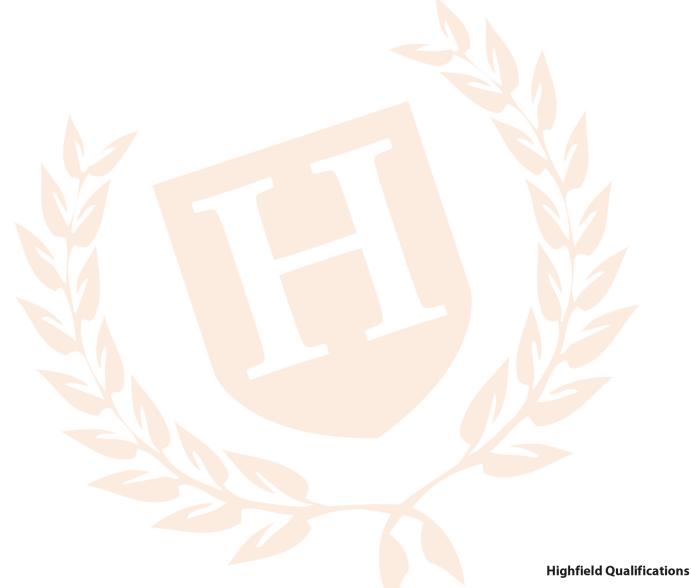
A. To allow teams to plan weekend staffing levels

B. To assess whether distribution routes need changing

C. To compare past upgrades to current offerings

D. To estimate future demand for selected periods

9

Which of the following supports the revenue manager in advising stakeholders about underperforming packages?

A. Booking engines show high traffic but low sales

B. Customers request information during check-out

C. Feedback forms include limited responses

D. Rooms have longer turnaround times than usual

10

How can the revenue manager apply pickup forecasting?

A. By checking how room types are priced by market

B. By linking review scores to seasonal availability

C. By measuring how future bookings increase each day

D. By selecting promotions based on segment length of stay

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