

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

December, 2013

**BHY-056 : CASE STUDIES IN HOSPITALITY
INDUSTRY**

Time : 3 hours

Maximum Marks : 100

*Note : Attempt **any five** questions. All questions carry equal marks.*

1. What do you understand by "moment of truth" ?
What is the inter-linkage between CEM and CRM ? Explain with examples. **5+15=20**
2. Explain yield management with examples. **20**
3. What is the role of web based marketing in the marketing of a hotel chain ? Explain with the example of Taj group of hotels or ITC. **20**
4. Read the case study and answer the questions that follow : **20**
The manager of a convention center Hotel is concerned as the guest comments in the past three months have shown dissatisfaction. A review of the comment cards by each division have shown the following comments :
 - (a) Most groups checked in on Monday and departed on Thursdays.
 - (b) Both groups and non-groups have mentioned lack of clean rooms.
 - (c) Guests complained of traffic and congestion at the hotel front door.

- (d) Special room requests were not honoured by the hotel.
 - (e) Front desk personnel knew little about the groups staying.
 - (i) What is the problem with front office operations ?
 - (ii) How can you handle the requests of the group members ?
 - (iii) What can the manager do to tackle congestion and traffic ?
 - (iv) What role does training play in this situation ?
 - (v) How can the manager ensure allotment of clean rooms to all guest at check- in time ?
5. Define CSR. What are the strategic implications of CSR in hotels ? Explain with examples. **5+15=20**
 6. What is CRM ? Explain the role of CRM in modern hospitality business. Explain with examples. **20**
 7. What are the advantages of online marketing over traditional marketing ? Explain with a case study of any hotel of your choice. **20**
 8. Explain the role of revenue management as a tool to measure the success of your hotel. **20**
 9. Discuss the role of a social media and travel websites in creating the brand image of hotel. Substantiate your answer with suitable examples. **20**
 10. "Hotel going green is the best example of CSR". Comment. **20**