

**BACHELOR IN HOTEL MANAGEMENT (BIHM)**

**Term-End Examination**

**December, 2015**

**BHY-027 : ALLIED HOSPITALITY SERVICE  
MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

**Note :** (i) *Attempt any five questions.*

(ii) *All the questions carry equal marks.*

1. Which are the Allied Hospitality Service Sectors ? Explain the impacts of Allied Hospitality Service Sectors on the economy. **20**
2. Explain : **10+10**
  - (a) Cruise Service Management
  - (b) Food Service Industry
3. What is Market Segmentation ? On what basis Allied Hospitality Service Market can be segmented ? **20**
4. Discuss the duties and responsibilities of sea based cruise staff in cruise liners. **20**
5. Discuss in detail classifications of Allied Hospitality Service Sectors. **20**

6. Explain : **10+10**  
(a) Importance of Geography in Cruising.  
(b) Dinning Patterns and options in Cruise.
7. What is Delay Management ? Why is it important to study Delay Management in Airlines Industry ? **20**
8. Explain : **10+10**  
(a) OSHA in Airlines  
(b) Relational Database Management Systems
9. Explain with examples 7 P's of Service Marketing Mix. **20**
10. Discuss the Future trends of Allied Hospitality Service Sector with special reference to usage of CRS. **20**
-