

00182 **BACHELOR IN HOTEL MANAGEMENT (BIHM)**
Term-End Examination
December, 2015

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions, each carries 20 marks.

1. Explain automated centralised management system in hotel operations. **20**
2. Discuss the process of setting up a free-standing website. Evaluate the potential of e-commerce for small hotel business. **10+10=20**
3. What is CSR ? Illustrate its need and importance in hotel industry. **10+10=20**
4. How revenue management has evolved over the years ? Discuss its application in hotel industry. **10+10=20**
5. Explain the advantages and disadvantages of e-CRM in hospitality industry. **20**
6. Is e-marketing effective for sales promotion of hotel ? Justify with example. **20**

7. A XYZ hotel company has decided to start e-marketing. As a Consultant , prepare a proposal comprising functioning and ethics. 20
 8. Discuss the operational flow chart of CRM in hotel industry. 20
 9. Elaborate the strategies of CRM used by the five star hotels to improve their image. 20
 10. Discuss effect of e-marketing and CRM effect on clients retention and profitability in five star hotels. 20
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