

BACHELOR IN HOTEL MANAGEMENT (BIHM)

00244

Term-End Examination

June, 2014

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

Time : 3 hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*

1. How does the data from yield management contribute to the business intelligence of your hotel ? 20
2. What are the best practices in pricing and price optimisation ? Explain with examples. 20
3. Critically examine the importance of E-commerce in modern hospitality business. Comment on its role in increasing profits and efficiency in hospitality sector. 20
4. List the top ten trends of E - commerce in hospitality industry. Substantiate your answer with suitable examples. 20
5. In the present business scenario what is the role and importance of having websites compatible with mobile and smart phones ? Substantiate your answer with suitable examples. 20

6. Discuss the inter - linkage between the CSR activities of a hotel and its brand image. Substantiate your answer with suitable examples. 20
7. "Websites are considered to be the most important marketing tool in hospitality business". Comment and justify your answer with suitable examples. 20
8. Write short notes on **any two** : 2x10=20
(a) Moment of Truth
(b) Green Hotels
(c) Virtual Mall
9. What is the linkage between CRM and hotel performance ? How will CRM help in retaining customers ? 20
10. What are the new marketing approaches in hotel industry ? Substantiate your answer with suitable examples. 20
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