

**BACHELOR IN HOTEL MANAGEMENT (BIHM)**

**Term-End Examination**

**June, 2016**

**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. What are allied hospitality services ? Explain 20  
Globalization of Allied Hospitality Service  
Management.
2. Write short notes : 10+10  
(a) Turnover  
(b) Cruise Service Management
3. Explain the organization of Allied Hospitality 20  
Service Industry with reference to composition  
and size of Food Service Industry.
4. Write notes on : 10+10  
(a) Management and operations of Allied  
Hospitality Service.  
(b) Scope of Allied Hospitality Service Industry.

5. Discuss the importance of geography in regard to cruising. 20
6. Discuss any three major cruise regions of the world and the itinerary patterns for those areas. 20
7. Define Front Line Management. Explain the process of Decision Making of Front Line Management in Airlines. 20
8. Explain : 10+10  
(a) Airline Reservation System  
(b) Back Operations
9. Discuss the role of Associations in Allied Hospitality Service Industry. 20
10. Discuss : 10+10  
(a) CRS in Allied Hospitality Services  
(b) Targeting and Positioning
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