

00470

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

June, 2016

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

Time : 3 hours

Maximum Marks : 100

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

1. Explain how the Internet can influence the consumer's decision-making process in selecting hotels. 20
2. What are the main models of revenue management ? Discuss any two in detail with example. 20
3. Elaborate E-CRM in Business. What are the salient features of e-CRM in hospitality business ? 20
4. Explain the contribution of CSR in hotel industry. 20
5. Why is e-marketing important ? How does it operate in hotel industry ? 10+10
6. What is the impact of internet and telecom revolution on Hotel and Tourism companies ? Explain with example. 20

7. How the role of yield management has evolved in the organizational chart and has assumed strategic importance ? 20
 8. How web based hotel operation work ? Describe main obstacles with example. 20
 9. "Hotels are using CSR for their image making among masses". Justify with example. 20
 10. Illustrate the impact of CRM and E-marketing on the profitability and client loyalty in hotel industry. 20
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