

00365

**BACHELOR IN HOTEL MANAGEMENT (BIHM)**

**Term-End Examination**

**June, 2017**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. What is centralised automation ? Discuss its working in a hotel. 20
2. Illustrate objectives and importance of Information Technology in Hospitality Industry. 20
3. Elaborate the need and importance of e-commerce for small hotel businesses. 20
4. Illustrate need and importance of PMS in hotel industry. 20
5. Define Revenue Management. Discuss its application in Hotel Industry. 20
6. What is CRM ? Discuss the advantages of e-CRM in Hospitality Industry. 20

7. What is e-marketing? Discuss its objectives, scope and importance in Hotel Industry with suitable examples. 20
  8. 'CSR is increasingly becoming an integral part of business strategies in Hospitality Industry.' Justify this statement with the help of a case study. 20
  9. What is web based hotel operation? Describe its objectives and importance. 20
  10. Discuss the objectives and models of yield management in Hotel Industry. 20
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