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BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

June, 2018

**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 is Cruise Service Management ? Discuss 20
with examples.
2. Write short notes on : 10x2=20
 - (a) Economic Impacts of Allied Hospitality Service Sector.
 - (b) Non-economic impacts of Hospitality and Tourism sector.
3. Explain the organisation of Allied Hospitality Service Industry with reference to size and scope of the industry. 20
4. Explain the various dinning patterns in Cruises. 20
5. Explain and relate typical occurrences in a cruise during a day at sea and during a day in port. 20

6. Write short notes on : 10x2=20
(a) Decision making of front line management.
(b) Delay Management
7. Discuss the itinerary patterns of any cruise region 20
of the world and match the region with the type
of traveller who prefers it.
8. Write short notes on : 10x2=20
(a) Targeting
(b) Positioning and its strategies
9. Discuss the role of various associations in Allied 20
Hospitality Service.
10. Discuss the distinctive characteristics of Allied 20
Hospitality Service Industry.
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