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**BACHELOR IN HOTEL MANAGEMENT
(BIHM)**

Term-End Examination

June, 2018

**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.

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1. Discuss the need and application of Revenue management in Hotel Industry. 20
 2. Discuss the utility of automation in hospitality Industry. 20
 3. What is CRM ? Explain the process of CRM in hotel industry. 20
 4. Elaborate the application of e-commerce for small hotel businesses. 20
 5. Discuss the need and importance of CSR in Hotel Industry. 20
 6. Define e-CRM. Discuss the advantages of e-CRM. 20

7. What is e-marketing ? Explain its process and importance in Hotel Industry. 20
8. A XYZ hotel company has decided to start e-marketing. As a consultant prepare brief proposal on strategies of e-marketing. 20
9. Elaborate the strategies of CRM adopted by the Indian hospitality industry. 20
10. Write a note on : 10x2=20
- (a) Yield management
 - (b) CSR
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