

**BACHELOR IN HOTEL MANAGEMENT
(BIHM)**

Term-End Examination

June, 2019

00594

**BHY-027 : ALLIED HOSPITALITY SERVICE
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

*Note : Attempt any **five** questions. All questions carry equal marks.*

1. What is the early history of Travel and Tourism Industry ? Discuss the impact of globalisation on the same. 20
2. Discuss the size and scope of Cruise Service Sector in India. 20
3. Discuss the size and composition of the Indian Food Service Industry. 20
4. Discuss the job description of land-based management staff of the Cruise Industry. 20
5. Explain : 20
 - (a) Front Line Management (FLM)
 - (b) Delay Management in Airlines

6. Discuss the significance of geography in regard to cruising. 20
 7. Describe the economic and other impacts of Allied Hospitality Service Sectors with examples. 20
 8. Explain : 20
 - (a) Relational Database Management System
 - (b) Back Operations in Airlines
 9. What is Targeting ? Discuss the various strategies used for market positioning, with suitable examples. 20
 10. Discuss the various future trends in Allied Hospitality Service Sector. 20
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