BACHELOR IN HOTEL MANAGEMENT (BIHM)
Term-End Examination
June, 2019

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.*

1. What is automation ? Illustrate its objectives and process in a hotel.   **20**

2. Write detailed note on Internet and consumer decision-making.   **20**

3. What is yield management ? What are the main models of yield management ?   **20**

4. What is e - CRM ? Elaborate main features and importance of e-CRM in hotel business.   **20**

5. Define corporate social responsibility. Discuss main components of CSR in hotel industry.   **20**

6. What is e-marketing ? Discuss its need and process in hotel industry.   **20**

7. What is e-commerce ? Describe the role and importance of e-commerce in hotel industry. **20**

8. Write short notes on : **10+10=20**
   (a) Web based hotel operation
   (b) Revenue management.

9. " Today, CRM is recognised as a tool to attract and retain customer". Justify with the help of suitable examples. **20**

10. Write a descriptive note on process of CRM in hotel industry. **20**