

**BACHELOR IN HOTEL MANAGEMENT (BIHM)**

**Term-End Examination**

**June, 2015**

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

*Time : 3 hours*

*Maximum Marks : 100*

*Note : (i) Attempt any five questions.*

*(ii) All questions carry equal marks.*

1. What do you understand by Allied Service Management ? Discuss the scope of Hospitality in it. 20
2. Write notes on : 10x2=20
  - (a) Impact of Allied Hospitality Service
  - (b) Turnover in Airlines
3. Write an essay on size and scope of Allied Hospitality Service. 20
4. Write notes on : 10x2=20
  - (a) Composition of Food Service Industry in Allied Sectors.
  - (b) Classification of Allied Hospitality Sectors.
5. Discuss the hospitality service staffing patterns in cruise liners ? Elaborate on the responsibilities of land based staff and sea based cruise staff in hospitality services. 20

6. Write in detail about : **10x2=20**  
(a) Importance of Geography in Cruising  
(b) Major Cruise Regions of the World
7. Write in detail about challenges faced by **20**  
Operating Employees (back operations) in  
Airlines. How are they different from challenges  
faced by front line employees in Airlines ?
8. Write notes on : **10x2=20**  
(a) Airline Reservation System  
(b) Delay Management in Airlines
9. Write an essay on 'Marketing Challenges for **20**  
Airlines'.
10. What do you understand by Marketing of Allied **20**  
Hospitality Services ? What are the Seven P's of  
marketing ?
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