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**BACHELOR DEGREE IN HOTEL  
MANAGEMENT**

**Term-End Examination**

**December, 2011**

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

*Time : 3 hours*

*Maximum Marks : 100*

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- Note :** (i) *Attempt five questions in all.*  
(ii) *All questions carry equal marks.*
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1. What are allied hospitality services ? Discuss 20  
various types of allied hospitality service sectors.
2. Write a note on : 10x2=20  
(a) Economic impacts of allied hospitality  
services  
(b) Turnover
3. Give the size and scope of allied hospitality service 20  
sectors. Also discuss the classification of allied  
hospitality service sectors.
4. Write a note on : 10x2=20  
(a) Allied hospitality service Market segment  
(b) Composition and size of food industry.

5. What do you mean by cruise ? Explain the importance of geography in regard to cruising. 20
6. What is cruising regions ? Discuss the seasonal patterns of each region. 20
7. Define front line management. Describe various challenges of front line management. 20
8. Write a descriptive note on : (*any two*) 10x2=20
- (a) OSHA
  - (b) Rational Data base management systems
  - (c) Front line management
9. Define marketing of allied hospitality services. Elaborate 7 P's of marketing allied hospitality services. 20
10. Write a note on : (*any two*) 10x2=20
- (a) Role of associations in allied hospitality services.
  - (b) CRS in allied hospitality services.
  - (c) Targetting and Positioning
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