

BACHELOR IN HOTEL MANAGEMENT

Term-End Examination

December, 2013

**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. Describe the history and development of Tourism and Travel Industry in detail. 20
2. Explain the following : 10+10
 - (a) Nature of Hospitality.
 - (b) Cruise Service Management.
3. Discuss in detail the scope of Allied Hospitality service sectors. 20
4. Explain various market segments for Allied Hospitality services. 20
5. Discuss the job description of sea based cruise staff. 20
6. Write notes on : 10+10
 - (a) Major cruise Regions.
 - (b) Seasonal Patterns of Cruise Regions.

7. What do you understand by Front Line Management ? Discuss the challenges before Front Line Management. 20
8. Explain : 10+10
(a) Role of Operating Employees.
(b) Decision Making Process of Front Line Management.
9. Discuss in detail the upcoming trends in Allied Hospitality service sector. 20
10. What are distinctive characteristics of Marketing of Allied Hospitality services ? 20
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