

BACHELOR IN HOTEL MANAGEMENT

Term-End Examination

December, 2012

**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 Hospitality Services ? What are the different types of Allied Hospitality Services ? **20**
2. Write a detailed note on composition and size of food service industry for Airlines and Cruise lines. **20**
3. Describe market segments of Allied Hospitality Services. **20**
4. Explain duties and responsibilities of sea based cruise staff. **20**
5. Explain the importance of geography with regard to cruising. **20**

6. Prepare any itinerary of any international cruise region for 07 days. **20**

 7. (a) Write the characteristics of Allied Hospitality Services marketing. **10+10**
(b) Delay Management in airlines.

 8. Discuss the 7 Ps of marketing for Allied Hospitality Services. **20**

 9. Discuss the functions and challenges of front line staff in airlines. **20**

 10. Discuss the importance of Computer reservation system for Allied Hospitality Services and customers. **20**
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