

**BACHELOR IN HOTEL MANAGEMENT (BIHM)**

**Term-End Examination**

**December, 2014**

00421

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

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Attempt any **five** questions. All questions carry equal marks.*

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1. Discuss the role of Airlines and Cruise Service Management in Allied Hospitality. 20
  
2. Write notes on the following : 2×10=20
  - (a) Tourism and Travel Industry
  - (b) Globalisation of Allied Hospitality Services
  
3. How do we classify allied hospitality services ? Discuss its scope in the industry. 20
  
4. Write notes on the following : 2×10=20
  - (a) Allied Hospitality Service Market Segments
  - (b) Organisation of Allied Hospitality Services

5. Write an essay on 'Cruising Regions'. 20
6. Write notes on the following :  $2 \times 10 = 20$
- (a) Dining Patterns and Options in Cruises
  - (b) On-board Service Staffing Pattern in Cruise
7. Write an essay on 'Airline and its Management'. 20
8. Write notes on the following :  $2 \times 10 = 20$
- (a) Front Line Management in Airlines
  - (b) OSHA in Airlines
9. Write an essay on 'Marketing Trends in Allied Hospitality Services'. 20
10. Write notes on the following :  $2 \times 10 = 20$
- (a) Role of Associations in Marketing of Airlines
  - (b) Seven P's of Marketing
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