

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

00361

December, 2014

**BHY-056 : CASE STUDIES IN HOSPITALITY
INDUSTRY**

Time : 3 hours

Maximum Marks : 100

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

1. "Different demand situations call for different tactics." Explain any three tactics used for Revenue management. 20
2. Discuss the tools and strategies of Yield management. 20
3. "E-commerce has become an important tool for business worldwide not only to sell to customers but also to engage them." Elaborate the statement. 20
4. Suggest ways to make online marketing by Indian hotel chains more effective. 20
5. Describe the relationship between Internet marketing, database marketing and direct marketing, with examples from hospitality industry. 20

6. Discuss the role of Customer Relationship Marketing in Hospitality marketing. 20
 7. Discuss the impact of social media on Customer Relationship Marketing in hospitality industry. 20
 8. Write an essay on Corporate Social Responsibility. 20
 9. Write short notes on the following : 10+10=20
 - (a) Inter-linkage between CEM and CRM
 - (b) Yield Management Cycle
 10. "Technology has made it possible for interaction with customers to be individualized." Justify the sentence with examples. 20
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