

BACHELOR IN HOTEL MANAGEMENT (BIHM)

00133

Term-End Examination

December, 2016

**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. Explain the features of Cruise Service Management with the help of examples. **20**
2. Discuss in detail the economic impacts of Allied Hospitality Service Sectors on economy. **20**
3. Write short notes on : **10x2=20**
 - (a) Composition and size of Food Service Industry.
 - (b) Globalization of Allied Hospitality Service Management.
4. Discuss the responsibilities of land based management and staff in Cruise Liners. **20**
5. Discuss the various dinning patterns and options in Cruise. **20**

6. Discuss the various challenges of front line management in Airlines. 20
7. Write short notes on : 10x2=20
(a) OSHA
(b) Airline Reservation System
8. Explain with examples seven P's of marketing. 20
9. What are the distinctive characteristics of Allied Hospitality Services ? 20
10. What is Targeting ? Explain different strategies of positioning used in Allied Hospitality Service Industry. 20
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