BHY-056

BACHELOR IN HOTEL MANAGEMENT (BIHM)
Term-End Examination
December, 2016

BHY-056 : CASE STUDIES IN HOSPITALITY INDUSTRY

Time : 3 hours *Maximum Marks : 100*

*Note : Attempt **any five** questions, each carries **20** marks.*

1. What is automation ? Illustrate its objectives and process in a hotel. **20**

2. Discuss the role of internet in consumer decision-making process for the selection of hotels. **20**

3. What is Revenue management ? What are the main models of revenue management ? **20**

4. What do you understand by E-CRM ? Elaborate main features of E-CRM in hotel business. **20**

5. Define CSR. Discuss main areas of CSR in hotel industry. **20**

6. What is e-marketing ? Discuss its need and process in hotel industry. **20**

7. Describe the role and importance of e-commerce in hotel industry. **20**

8. What do you mean by web based hotel operation ? Discuss the help of a case study. **20**

9. Explain how social media can be used as an important marketing tool by hotel industry. **20**

10. What are the revenue generating departments of a hotel ? What are the ways in which a hotel can increase its revenue ? **20**

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