

**BACHELOR IN HOTEL MANAGEMENT (BIHM)**

00184

**Term-End Examination**

**December, 2017**

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

*Time : 3 hours*

*Maximum Marks : 100*

*Note : (i) Attempt any five questions.*

*(ii) All the questions carry equal marks.*

1. What are Allied Hospitality Services ? Discuss the impacts of Allied Hospitality Service Sectors on tourism industry. **20**
2. What is the impact of Globalization on Allied Hospitality Service management ? Elaborate with Suitable examples. **20**
3. Discuss the bases on which Allied Hospitality Service Market can be segmented. **20**
4. Write short notes on : **10+10=20**
  - (a) Composition and size of Food Service Industry
  - (b) Scope of the above industry
5. Discuss any two major cruise regions of the world and the itinerary patterns for the same. **20**
6. Discuss the duties and responsibilities of Land Based Management Staff in Cruise. **20**

7. What are the challenges faced by Front Line Management in Airlines ? 20
  8. Discuss with examples 7 P's of Service Marketing Mix. 20
  9. Write short notes on : 10x2=20
    - (a) Airline Reservation System
    - (b) OSHA
  10. Explain the distinctive characteristics of marketing of Allied Hospitality Service Sector. 20
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