

00254

**BACHELOR IN HOTEL MANAGEMENT  
(BIHM)**

**Term-End Examination**

**December, 2017**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

*(ii) All questions carry equal marks.*

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1. Discuss the impacts of automation in hospitality industry. 20
2. What is Revenue Management ? What are the main models of Revenue Management ? 20
3. Elaborate the features and process of e-CRM in hospitality. 20
4. Explain the importance and contribution of CSR in Hotel Industry. 20
5. What is e-marketing ? Discuss its importance in Hotel Industry. 20
6. Describe the application of internet and telecom in Hotel Industry. 20

7. What is Yield Management ? Explain its role in Hotel Industry. 20
8. An ABC hotel company has decided to start e-CRM. As a consultant prepare brief proposal on strategies of e-marketing. 20
9. What is e-Commerce ? Discuss the importance of e-Commerce. 20
10. Write a note on : 2x10=20
- (a) Internet
  - (b) Salient features of CSR
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