

**BACHELOR DEGREE IN HOTEL
MANAGEMENT**

Term-End Examination

June, 2012

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

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) *Attempt any five questions .*
(ii) *All question carry equal marks.*
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1. Discuss the economic impact of allied hospitality service sectors. **20**
2. What do you understand by allied hospitality sectors ? Classify it and explain in detail. **20**
3. What is market segmentation ? Write a detail note on market segments of Airlines. **20**
4. Discuss the duties and responsibility of land based management staff in cruise liners. **20**
5. Write note on : **10+10**
 - (a) Dining patterns in Cruise
 - (b) Seasonal patterns of cruise regions.

6. Discuss the challenges of front line management in airlines. 20
7. Write a note on following : 10+10
- (a) OSHA in airlines
 - (b) Airlines reservation system
8. Write a note on following : 10+10
- (a) Delay management in airlines
 - (b) Globalization of allied hospitality services
9. Explain the 7 P's of marketing for allied hospitality services. 20
10. Write note on : 10+10
- (a) Usage of CRS in allied hospitality services
 - (b) Future trends in allied hospitality service.
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