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**BACHELOR IN HOTEL MANAGEMENT (BIHM)**

**Term-End Examination**

**June, 2013**

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

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** *Attempt any five questions. All questions carry equal marks.*

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1. What is E-Commerce ? Critically analyse the India's hospitality industry position in E-commerce. 20
  
2. What are the various sources of revenue generation for a hotel chain ? Why innovation in revenue generation is required. By taking example of Leela Group of hotels, elaborate mediums of revenue generation. 20
  
3. "E-Commerce has become an important tool for business worldwide not only to sell to customers but also to engage them". Elaborate the statement. 20

4. Write short notes on the following : 10+10=20  
(a) Virtual Mall  
(b) Electronic Data Interchange (EDI)
5. Discuss how online marketing planning in Indian hotel chain is made effective. 20
6. How Taj group of hotel's marketing website can be made more effective marketing tool for business ? 20
7. Discuss the impact of communication on Customer Relationship Marketing. 20
8. "Technology has made it possible for interaction with customers to be individualized and reduced to one on one a mass basis". Elaborate the sentence. 20
9. Describe CRM (Customer Relationship Marketing) strategies of Oberoi Group of hotels. 20
10. Write an essay on Corporate Social Responsibility. 20
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