

BACHELOR IN HOTEL MANAGEMENT

Term-End Examination

June, 2013

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

Time : 3 hours

Maximum Marks : 100

- Note :*
- (i) Attempt any five questions.*
 - (ii) All questions carry equal marks.*

1. How Airline is important for Hospitality Industry 20
in today's competitive market situation ?
Elaborate.
2. Explain various types of impacts of Allied 20
Hospitality Service Sectors.
3. How Allied Hospitality service sectors can be 20
classified ? Explain with suitable examples.
4. Write notes on the following : 10+10
 - (a) Composition and size of Food Service
Industry.
 - (b) Management of Allied Hospitality Service.

5. Explain dining patterns and options of cruise liners guests. 20
6. Write down the job description of Land Based Management and staff. 20
7. Write a detailed note on Occupational Safety and Health Administration in Airlines Industry. 20
8. Elaborate : 10+10
(a) Delay Management
(b) Rationale Database Management System
9. What is Segmentation, Targeting and Positioning (STP) ? Describe the various stages involved in STP. 20
10. Explain : 10+10
(a) Seven Ps of Marketing
(b) Role of Association in Allied Hospitality Services.
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