

00384

BACHELOR IN HOTEL MANAGEMENT

Term-End Examination

June, 2014

**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. What do you understand by Allied Hospitality service sectors ? Discuss the various types of impacts of these sectors. **20**
2. How are airline and cruise services managed ? Discuss their linkage with the hospitality industry. **20**
3. Write short notes on any two : **2x10=20**
 - (a) OSHA in Airlines
 - (b) Globalization of Allied Hospitality Services
 - (c) Classification of Allied Hospitality Services
4. Explain the 7 P's of marketing for Allied Hospitality Services, with the help of suitable examples. **20**
5. Define positioning. Discuss the process of targeting and positioning in cruise industry. **20**

6. Write short notes on **any two** : **2x10=20**
(a) Composition and size of food industry
(b) Airline reservation system
(c) Seasonal patterns of cruise regions
7. Discuss the functions and challenges of front line staff in airlines. **20**
8. Explain the duties and responsibilities of sea based cruise staff. **20**
9. Discuss the importance of computer reservation system for Allied Hospitality Services and Customers. **20**
10. Write short notes on **any two** : **2x10=20**
(a) Major cruise regions of the world
(b) Scope of the Allied Hospitality Service sectors
(c) Demands and rewards of Allied Hospitality Service Management
-