

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

June, 2015

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

Time : 3 hours

Maximum Marks : 100

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

1. Discuss the concept of yield management in the context of Hospitality industry and draw the yield management cycle. 20
2. What is revenue management ? What are the various sources of revenue generation for a hotel chain ? Explain with examples. 20
3. What is E - Commerce ? What are the advantages of online marketing in hospitality industry ? Explain with example. 20
4. Select any hotel marketing website and suggest how the website can be made more effective marketing tool for business ? 20
5. Evaluate web based marketing of hotel of your choice and comment on its marketing potential. 20

6. How the social media can impact the brand image of hotel ? List ten points. 20
 7. Describe CRM (Customer Relationship Marketing) strategies of Oberoi group of hotels. 20
 8. Discuss the internet impacts on Hospitality industry. 20
 9. Write short notes on the following : 10+10=20
 - (a) Sustainable Development for Green Hospitality
 - (b) ECO - Certification
 10. "Yield management is critical to maximizing a hospitality profitability". Justify with two examples. 20
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