

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BHMCT (Sem.-7)
RESORT MANAGEMENT
Subject Code : BH-417
Paper ID : [C0347]

Time : 3 Hrs.

Max. Marks : 30

INSTRUCTION TO CANDIDATES :

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **ONE** mark each.
2. **SECTION-B** contains **FIVE** questions carrying **2¹/₂** (Two and Half) marks each and students has to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **FIVE** marks each and students have to attempt any **TWO** questions.

SECTION-A

1. Write short notes on :

- a) Market feasibility
- b) Time Share
- c) Eco resorts
- d) Urban resort
- e) Seasonality in resort operations
- f) Condominium
- g) Mega resorts
- h) Shopping as an element of resort complex
- i) Resorts
- j) Market segmentation

SECTION-B

2. How can entertainment facilities be used as a USP in resort operations?
3. Discuss different types of capital requirement for resort planning.
4. Market segmentation is an integral part of planning and development of resort complex. Elaborate.
5. Discuss in detail the forms of resort ownerships.
6. What are the common family oriented services present in resorts?

SECTION-C

7. Discuss different factors leading to growth in leisure tourist market.
8. What are the different investment considerations for planning and development of resorts?
9. Discuss the socio economic impact of resort development.