

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

**BHMCT (Sem.-7)**  
**RESORT MANAGEMENT**  
Subject Code : BH-417  
M.Code : 14582

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 2<sup>1</sup>/<sub>2</sub> (Two and Half) marks each and students have 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) Hotel
- b) Resort
- c) Condominium
- d) Casino hotels
- e) Market segmentation
- f) Time share
- g) Target market
- h) Resort Management
- i) Competition analysis
- j) Urban resort

### SECTION-B

2. What do you understand by shared ownership concept?
3. What is seasonality in tourism?
4. What is market feasibility?
5. Enlist the entertainment facilities offered by resort.
6. Discuss the various forms of resort ownership.

### SECTION-C

7. Write a detailed note on socio economic impact of resort development.
8. What are the various capital requirements for resort planning?
9. Write a brief note on investment risks.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**