

**Roll No.**

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**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 **2½** (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) Target marketing
  - b) Resort ownership
  - c) Brand Loyalty
  - d) Marketing Mix
  - e) Mass Marketing
  - f) Leisure management
  - g) Golf Resort
  - h) Competition Analysis
  - i) Destination Resort
  - j) Eco Resort

## SECTION-B

2. Why is market segmentation important for the better planning & development of resorts?
3. Mention the basic elements of Resort Complex.
4. List down the factors leading to the growth of leisure market.
5. *“Demographic/Socio-Economic Changes in market countries are important for the future of resort business”*. Justify.
6. What is Resort Management?

## SECTION-C

7. Explain why competition analysis is important before planning of resorts.
8. Briefly explain the Concepts of Mega Resorts.
9. Explain Resort Concept.

**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.**