

Roll No. 

--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages : 02

Total No. of Questions : 18

**B.Sc. (Catering and Culinary Arts) (2015 & Onwards) (Sem.–5)**

**RESORT AND CONVENTION MANAGEMENT**

Subject Code : BSCCA-506

M.Code : 74743

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

**SECTION-A**

**Write briefly :**

1. What is target market?
2. What is competitive analysis?
3. What do you understand by financial feasibility?
4. What is MICE?
5. What is a Floating resort?
6. Write the job description of a resort manager.
7. What is environmental scanning?
8. What is crisis management?
9. What is a contract?
10. What is back of the house?

### **SECTION-B**

11. What is cluster marketing theory?
12. What is convention management? Discuss its importance in modern hospitality business.
13. Discuss different types of function room set ups in meetings and conventions.
14. Discuss the marketing plan associated with convention sales.
15. Enumerate some of the Govt. specifications for space design in building resort.

### **SECTION-C**

16. Discuss the modern trends, facilities and services offered by a resort in a tourist destination.
17. Discuss the characteristics of resort management.
18. Write a note on Meetings, Convention, Trade show and Exhibitions business and its gaining popularity.

**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.**