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Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(ATHM) (Sem.-5)
RESORT MANAGEMENT

Subject Code : BTA-26

M.Code : 71802

Date of Examination : 12-12-22

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

1. Write a short note on :

- a) Why do you think sales promotion is important for resorts.
- b) What is the meaning of the term 'Resort'?
- c) What are Casino Resorts?
- d) Explain the importance of Guest activities in Resorts.
- e) What kind of clientele is visited in resort properties?
- f) Why is wage and salary administration important in Resorts.
- g) Write a note on Employee Productivity.
- h) Explain the importance of guest safety in resorts.
- i) What do you understand by Comps and Credits?
- j) Explain in brief about sales promotion in resorts.

SECTION-B

2. Explain how the reservation department helps to maintain the occupancy levels in a resort.
3. Explain the importance of Human Resource Training in providing safety and security the residents staying at the resort.
4. Explain what is market segmentation and how does it help in marketing of resorts?
5. Explain the importance of Guest relations in Resort Management.
6. Explain about the historical challenges and problems in resort services.

SECTION-C

7. Explain the concept of Casino in relation to the other services provides by the Resorts.
8. Explain in detail about the social and cultural aspect of Gaming in Resorts.
9. Write a note on Personnel Organization and Human Relations for resorts.

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.