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Total No. of Pages : 02

Total No. of Questions : 09

**BHMCT (Sem.-6)**  
**RESORT MANAGEMENT**  
Subject Code : BH-417  
M.Code : 14582  
Date of Examination : 22-01-23

Time : 3 Hrs.

Max. Marks : 30

**INSTRUCTIONS 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) Define the term Resort.
- b) What is Forecasting?
- c) Give the importance of Competition Analysis.
- d) What are the Capital requirements for a resort?
- e) What are Loading Facilities?
- f) What do you understand by family oriented services?
- g) What is target Marketing?
- h) What do you understand by shared ownership?
- i) What are the different entertainment services are provided by a resort?
- j) Give the difference between a resort and a hotel.

## **SECTION-B**

2. Explain the importance of Market Segmentation in Resort Management.
3. Explain what financial aspects you would consider when planning and developing a resort.
4. Discuss about the significance of Market Segmentation for planning a resort.
5. What are Mega Resorts and why are they booming?
6. Explain the importance of using Community resources while planning to open a resort.

## **SECTION-C**

7. What are the historical challenges and problems of Resort Development?
8. Write a short note on condominium and Timeshare concept in Resort Business.
9. What do you understand by feasibility resort and what is its importance in planning development of 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.**