

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BHSRM (2012 &amp; Onwards) (Sem.-2)

## RESORT MANAGEMENT

Subject Code : BHSRM-205

Paper ID : [G1145]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION 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

Q1. Attempt all questions :

- a) What do you understand by theme resorts give the names of at least two theme resorts of India?
- b) What do you understand by resort concept?
- c) Name a few resorts that are found across India.
- d) What is the meaning of Ground Maintenance?
- e) Explain what do you understand by the term resort.
- f) Enlist different recreational activities that may be planned for a resort.
- g) What do you understand by Guest relations?
- h) What is the importance of surveillance in resorts?
- i) Explain the Host Concept.
- j) What do you understand by Publicity in Resorts?

## SECTION-B

- Q2. Write a short note on History and Characteristics of a Resort.
- Q3. Explain what investment aspects would you consider when planning and developing a resort?
- Q4. What do you understand by Resort Marketing and Sales Promotion?
- Q5. Explain the importance of Spa and Health club facilities in a Resort.
- Q6. Give the importance of Publicity and Advertisement in promotion of sales.

## SECTION-C

- Q7. Explain what will be the Social Aspects of developing a theme resort.
- Q8. Write a note on the Future Trends in Resort Development, Planning and Management.
- Q9. Explain what kind of food and beverage planning is done for a resort.