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Total No. of Pages : 02

Total No. of Questions : 09

BHSRM (2014 & Onwards) (Sem.-5)
SPA AND RESORT ENTREPRENEURSHIP
Subject Code : BHSRM-503
M.Code : 72071

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. Answer the following :

- a) Greening of spa
- b) Hydrotherapy
- c) Accessories
- d) Entrepreneurship
- e) Website
- f) Strategic Design
- g) Health care
- h) SPA
- i) Resort
- j) Dry room

SECTION-B

2. Explain the elements in developing marketing material for SPA?
3. Mention the Job description of SPA manager.
4. Write a note on Advance Skin care equipments.
5. Explain different types of spa.
6. Explain the importance and need of training for maintain standards for spa professionals.

SECTION-C

7. “Brand is built in the mind of people”. Do you agree? Explain with suitable examples.
8. Write a note on regulations of Spa and the role of Government in safety standards of spa.
9. Describe the role of ambience, colors and lighting in spa operations.

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.