

Roll No.

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

Total No. of Pages : 02

Total No. of Questions : 09

BHSRM (2012 & Onwards) (Sem.-5)
SPA AND RESORT ENTREPRENEURSHIP
Subject Code : BHSRM-503
Paper ID : [A3141]

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) Short Answer Type Questions :

- a) Define spa.
- b) Define architecture.
- c) What do you mean by design?
- d) What is the purpose of accessories in makeup?
- e) Mention any two skin care equipments.
- f) Define plan.
- g) What do you mean by health care?
- h) What do you mean by ambience?
- i) What is the role of designers in brand presentation?
- j) Define spa operations.

SECTION-B

Q2) How do colors aid in spa operations?

Q3) Discuss the hydrotherapy equipment in detail.

Q4) Discuss the consumer needs and wants with respect to spa industry.

Q5) What are the elements used in developing marketing material?

Q6) Discuss any one :

a) Airbrushing equipment

b) Role of ambience in spa care

SECTION-C

Q7) Explain in detail spa revolution with emphasis on the philosophical shift in it.

Q8) Throw light on various treatment rooms used in spas.

Q9) Government has set up various regulations and standards in spa industry. Discuss them in detail.