

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BSc. (Catering and Culinary Arts) (2015 & Onwards) (Sem.-5)

RESORT AND CONVENTION MANAGEMENT

Subject Code : BS CCA-506

M.Code : 74743

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 briefly :**

- a) Resort theme
- b) Spa
- c) Trade show
- d) Back of the house
- e) Convention hotel
- f) Suite room
- g) Walk-in guests
- h) Cabana
- i) Resort image
- j) Audiovisual in convention

SECTION-B

2. Write in detail about the type of accommodation provided by resort.
3. Write in detail about entertainment and recreational facilities offered in resort.
4. Write a short note on meeting and trade show industry.
5. List and explain the audiovisual requirements for convention.
6. Explain about marketing plan, negotiations and contracts of convention sales.

SECTION-C

7. Write in detail about the convention services.
8. Discuss about the space design of resort in respect to environment, local sustainability and government specification.
9. Explain about the resort concept considering theme, image and location.

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.