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B.Sc.(ATHM) (2014 to 2017) (Sem.-5)

RESORT MANAGEMENT

Subject Code : BTA-26

M.Code : 71802

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

- 1. Write a short note on :**

- a) Turn down service
- b) National tourism
- c) Staged authenticity
- d) Time-sharing
- e) Run of the house rate
- f) Haute cuisine
- g) Consortium
- h) Hosted tour
- i) Inelastic demand
- j) MAP

SECTION-B

2. What are the characteristics of resort management?
3. What is Indian scenario of resort management in India?
4. What are the basic elements of a resort complex?
5. What is the role of market segmentation in resort management?
6. What are the emerging trends in resort management?

SECTION-C

7. Design a marketing campaign for a resort located in a remote location.
8. Write a detailed note on **any one** resort in North India. And, explain its characteristics.
9. What modern trends and factors are leading to growth of resort management?

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.