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BTTM (2018 Batch) (Sem.-2)
HOTEL AND RESORT MANAGEMENT
Subject Code : BTTM-206-18
M.Code : 75869

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) Welfare Catering establishments
 - b) Define Timeshare
 - c) Complex Lodging Facilities
 - d) Resort Management
 - e) Forecasting Room Availability
 - f) Market Feasibility
 - g) Define Target Marketing
 - h) Competition Analyses
 - i) Define Conventions
 - j) Define Urban Resort

SECTION-B

2. Write a detailed note on socio economic impact of resort development.
3. Discuss the various elements of resort management.
4. Draw neat layout of front office department.
5. List down the duties & responsibilities of Front office manager.
6. List down different National & international hotel associations.

SECTION-C

7. What is Resort Management? What are the different phases of resort planning & development?
8. Classify the hotels on the basis of
 - a) Star
 - b) Size
 - c) Cliental
 - d) Cost
9. What are the different types of License & permits required?

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.