

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BHMCT (Sem.-7)
RESORT MANAGEMENT
Subject Code : BH-417
M.Code : 14582

Time : 3 Hrs.

Max. Marks : 30

INSTRUCTION TO CANDIDATES :

1. SECTION-A is **COMPULSORY** consisting of **TEN** questions carrying **ONE** mark each.
2. SECTION-B contains **FIVE** questions carrying **2½** (Two and Half) marks each and students have to attempt any **FOUR** questions.
3. SECTION-C contains **THREE** questions carrying **FIVE** marks each and students have to attempt any **TWO** questions.

SECTION-A**1. Write short notes on :**

- a) Target marketing
- b) Resort ownership
- c) Brand Loyalty
- d) Marketing Mix
- e) Mass Marketing
- f) Leisure management
- g) Golf Resort
- h) Competition Analysis
- i) Destination Resort
- j) Eco Resort

SECTION-B

2. Why is market segmentation important for the better planning & development of resorts?
3. Mention the basic elements of Resort Complex.
4. List down the factors leading to the growth of leisure market.
5. *“Demographic/Socio-Economic Changes in market countries are important for the future of resort business”*. Justify.
6. What is Resort Management?

SECTION-C

7. Explain why competition analysis is important before planning of resorts.
8. Briefly explain the Concepts of Mega Resorts.
9. Explain Resort Concept.

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.