

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(ATHM) (2013 to 2017) (Sem.-5)

RESORT MANAGEMENT

Subject Code : BTA-26

Paper ID : [A2915]

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 has to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students has to attempt any TWO questions.

SECTION-A

Q1 Attempt all questions :

- a. What is the importance of Landscaping in Resorts?
- b. Why is it important to use community resources while making a resort of India?
- c. What is competition Analysis?
- d. What kind of dining facilities are offered by a resort?
- e. Why do you think sales promotion is important for resorts?
- f. What basic elements are required for planning and development of a resort?
- g. What is the meaning of the term Resort?
- h. What are casino resorts?
- i. Explain the importance of Guest relations in regards to a Resort.
- j. What kind of clientele is visited in resort properties?

SECTION-B

- Q2 What is the need of recreational facilities in a resort?
- Q3 Give the importance of Publicity and Advertisement in promotion of sales.
- Q4 Explain the different Phases of Resort planning and development.
- Q5 What is the importance of Research and Analysis in resort development?
- Q6 Discuss about the Market Segmentation for a Resort.

SECTION-C

- Q7 With examples explain the Historical perspectives of a resort concept and development of resorts
- Q8 Explain about the various characteristics of resort Management.
- Q9 Define the idea of a resort and describe its various types.

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