

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BSc. (In catering and culinary arts) (2015 & Onwards) (Sem.-5)

RESORT AND CONVENTION MANAGEMENT

Subject Code : BS CCA-506

Paper ID : [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

Q1. Define the term :

- a) MICE
- b) Local sustainability
- c) Back of the house
- d) Theme resort
- e) Trade show industry
- f) Target market
- g) Post-convention review
- h) Golf resort
- i) Role of guestroom in resort operation
- j) Sales promotion

SECTION - B

- Q2. What are the various Audio visual requirements for conventions?
- Q3. Write down the Sales Promotion techniques for 5 star deluxe Resort.
- Q4. What are the various aspects of security planning in the resort?
- Q5. What is the process of market targeting and market positioning in the beach resort?
- Q6. What are the various recreational activities provided by theme resort?

SECTION-C

- Q7. What do you understand by Conventions? Explain the various marketing plans for Convention sales.
- Q8. List the factors need to be considered in mind while planning the food and beverage in resorts.
- Q9. What do you understand by Resort Management? Discuss the various types of Resorts.