

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**BHMCT (Sem.-7)**  
**RESORT MANAGEMENT**  
**Subject Code : BH-417**  
**Paper ID : [C0347]**

**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 has 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) Market feasibility
  - b) Time Share
  - c) Eco resorts
  - d) Urban resort
  - e) Seasonality in resort operations
  - f) Condominium
  - g) Mega resorts
  - h) Shopping as an element of resort complex
  - i) Resorts
  - j) Market segmentation

### SECTION-B

2. How can entertainment facilities be used as a USP in resort operations?
3. Discuss different types of capital requirement for resort planning.
4. Market segmentation is an integral part of planning and development of resort complex. Elaborate.
5. Discuss in detail the forms of resort ownerships.
6. What are the common family oriented services present in resorts?

### SECTION-C

7. Discuss different factors leading to growth in leisure tourist market.
8. What are the different investment considerations for planning and development of resorts?
9. Discuss the socio economic impact of resort development.