

Total No. of Pages : 02

Total No. of Questions : 09

BHSRM (2012 & Onwards) (Sem.-2)

RESORT MANAGEMENT

Subject Code : BHSRM-205

Paper ID : [G1145]

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 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. Attempt all questions :

- What do you understand by theme resorts give the names of at least two theme resorts of India?
- What do you understand by resort concept?
- Name a few resorts that are found across India.
- What is the meaning of Ground Maintenance?
- Explain what do you understand by the term resort.
- Enlist different recreational activities that may be planned for a resort.
- What do you understand by Guest relations?
- What is the importance of surveillance in resorts?
- Explain the Host Concept.
- What do you understand by Publicity in Resorts?

SECTION-B

- Q2. Write a short note on History and Characteristics of a Resort.
- Q3. Explain what investment aspects would you consider when planning and developing a resort?
- Q4. What do you understand by Resort Marketing and Sales Promotion?
- Q5. Explain the importance of Spa and Health club facilities in a Resort.
- Q6. Give the importance of Publicity and Advertisement in promotion of sales.

SECTION-C

- Q7. Explain what will be the Social Aspects of developing a theme resort.
- Q8. Write a note on the Future Trends in Resort Development, Planning and Management.
- Q9. Explain what kind of food and beverage planning is done for a resort.