

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BHSRM (2012 & Onwards) (Sem.-5)
SPA AND RESORT ENTREPRENEURSHIP
Subject Code : BHSRM-503
Paper ID : [A3141]

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) Short Answer Type Questions :

- a) Define spa.
- b) Define architecture.
- c) What do you mean by design?
- d) What is the purpose of accessories in makeup?
- e) Mention any two skin care equipments.
- f) Define plan.
- g) What do you mean by health care?
- h) What do you mean by ambience?
- i) What is the role of designers in brand presentation?
- j) Define spa operations.

SECTION-B

- Q2) How do colors aid in spa operations?
- Q3) Discuss the hydrotherapy equipment in detail.
- Q4) Discuss the consumer needs and wants with respect to spa industry.
- Q5) What are the elements used in developing marketing material?
- Q6) Discuss **any one** :
- a) Airbrushing equipment
 - b) Role of ambience in spa care

SECTION-C

- Q7) Explain in detail spa revolution with emphasis on the philosophical shift in it.
- Q8) Throw light on various treatment rooms used in spas.
- Q9) Government has set up various regulations and standards in spa industry. Discuss them in detail.