

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

December, 2012

**BHY-031 : LUXURY MANAGEMENT AND REAL
ESTATE DEVELOPMENT**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. (a) Define Boutique Hotel and Heritage Hotels, giving unique selling points of each. 15+5=20
(b) Explain the concept of luxury industry.

2. 'Medical Tourism is a very important segment of Tourist Industry in India'. Elaborate the statement and explain the importance and concept of wellness centres. 20

3. (a) What are the principles of Luxury Services Marketing ? 10+10=20
(b) Explain styling in respect of Hospitality Industry.

4. Explain in brief *any five* : 5x4=20
- (a) Clubs
 - (b) Gaming Zone
 - (c) Malls
 - (d) Oenology
 - (e) Casino
 - (f) Multiplexes
5. Explain the different modules of Property Management Systems of Hotels. 20
6. Elaborate *any two* : 2x10=20
- (a) Luxury Merchandising
 - (b) Globalisation and Innovation
 - (c) Luxury Communication and Advertising
7. (a) Explain principles of Real Estate. 10+10=20
- (b) Discuss construction of income producing Real Estate.
8. Explain pre opening management for *any two* :
- (a) Leisure Properties 2x10=20
 - (b) Airports
 - (c) Condominium
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