

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

December, 2015

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

Time : 3 hours

Maximum Marks : 100

- Note :**
- (i) *Attempt **any five** questions.*
 - (ii) *All questions carry **equal** marks.*

1. Explain the role of malls/multiplexes in Luxury Industry. **20**
2. What is meant by Luxury Industry ? Explain the various Luxury Items across the board with regard to the Hospitality Industry. **20**
3. Explain : **10+10**
 - (a) Luxury Brand Management
 - (b) Wine as a Luxury Product
4. "Advertising is the key luxury management strategy". Explain with suitable examples. **20**
5. Discuss in detail : **10+10**
 - (a) CRM in Luxury Management
 - (b) Innovative marketing strategies for Luxury products.

6. Explain the different phases in the construction of income producing Real Estate. 20
7. Explain in detail various factors responsible for conceiving of an idea of Hotel and Real Estate Industry. 20
8. Explain : 10+10
(a) Principles of Real Estate
(b) Luxury Merchandising
9. Explain the different modules of Property Management System of Hotels. 20
10. What are Leisure Properties ? Explain the real-estate laws for Leisure Properties. 20
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