

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

December, 2017

00354

**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. Explain the essentials and features to classify any hotel into "Grand Heritage" category with relevant examples. 20
2. Differentiate between the following : 10x2=20
 - (a) City Hotels with Boutique Hotels.
 - (b) Wellness centres with Health clubs
3. Explain concept of Brand Ambassador for marketing of luxury brands with examples. 20
4. "Launching ceremony is a part of marketing strategy for luxury products" Justify with examples. 20
5. What kind of print media is used for promotion of luxury brands? Explain process of identifying different print mediums. 20

6. Write a detailed note on merchandising as strategy in luxury management. 20
7. Write short notes on following : 4x5=20
- (a) Land acquisition
 - (b) Site Plan
 - (c) FAR
 - (d) Carpet Area
 - (e) Floor Area
8. Write note on various marketing strategies used by real estate developers. 20
9. Explain different kinds of leisure properties with their distinguishing features. 20
10. Explain concept of time share with example of resort properties. 20
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