

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

June, 2014

**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. Write an essay on concept of luxury industry keeping in view the latest trends. **20**
2. How will you promote medical tourism in India ? Discuss with the help of suitable example. **20**
3. List out five luxury brands in hospitality. What points will you keep in mind for marketing of luxury brands in hospitality ? **20**
4. Give the advantages of styling in hospitality substantiate your answer with suitable examples. **20**
5. Write notes on : **10x2=20**
 - (a) CRM in luxury management.
 - (b) Innovation in luxury management.
6. Explain in detail the factors affecting the development of real estate industry. **20**

7. Discuss the pre-opening management of : $10 \times 2 = 20$
- (a) Airports
 - (b) Wellness centre
8. Discuss the concept of time share resorts and its marketing strategy. 20
9. What are the strategies used in marketing luxury properties ? Explain. 20
10. Write short notes on : $5 \times 4 = 20$
- (a) Real estate laws
 - (b) Casinos
 - (c) Multiplexes
 - (d) Brand management
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