

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

June, 2016

00148

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. What are the key modules of any property management system ? Support your answer with suitable examples. **20**
2. Explain CRM and discuss in detail the steps taken by Luxury Brands to retain its clients. **20**
3. What do you understand by merchandising in respect of Luxury Brands ? Give 5 examples of merchandise used for luxury brands ? **20**
4. Explain with example the methodologies used by Luxury Brands to advertise their product. **20**
5. Write short note on : **10+10=20**
 - (a) Principles of real estate
 - (b) Marketing tools of real estate

6. Describe the concept of luxury in hospitality industry. What has been the impact of economic slump on the luxury sector ? 20
7. Write short notes on : 10+10=20
(a) Styling in Hospitality
(b) Types of clubs
8. Write an essay on developing luxury products and services keeping in view the latest trends. 20
9. Differentiate between : 10+10=20
(a) Pent house and Studio Apartment
(b) Multiplex and Mall
10. Briefly describe the tasks performed by Fidelio. 20
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