

**BACHELOR IN HOTEL MANAGEMENT (BIHM)**

**Term-End Examination**

**June, 2017**

**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. Define Luxury. Elaborate concept of Luxury among Heritage Hotels with suitable examples. 20
2. Explain multiplexes. Illustrate salient features of a multiplex. 20
3. "Market Segmentation is one of the key features of styling in Hospitality." Justify with suitable examples. 20
4. Write a detailed note on alcoholic beverages as Luxury brands with reasons and examples. 20
5. What do you understand by Luxury Products ? Discuss principles of Luxury Services Marketing. 20
6. Write short notes on : 10x2=20
  - (a) Globalisation of products
  - (b) Innovation in brands

7. Explain inception in real estate. What all points are considered at the time of town planning ? 20
8. "Concept of Land Mark in real estate is equal to branding in Luxury product." Justify with relevant examples. 20
9. Write short notes on pre opening Management of the followings : 10x2=20
- (a) Multiplex
  - (b) Hospital
10. Explain concept of service apartments alongwith marketing strategy. 20
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