

**BACHELOR IN HOTEL MANAGEMENT (BIHM)**

**Term-End Examination**

**June, 2018**

**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. Define the Luxury Industry. Explain the concept of luxury industry in terms of hospitality. 20
2. What are Heritage Hotels ? Explain their types. Justify that heritage hotels are luxury items in hospitality industry. 20
3. Explain styling in Hospitality in developing it as luxury product. 20
4. Explain the principles of Luxury Services Marketing. 20
5. Explain the role of Globalisation and innovation in developing luxury management strategies. 20
6. Write a note on Luxury Merchandising with suitable examples. 20

7. Explain the following : 10+10=20  
(a) Real Estate Laws  
(b) Time Share
8. Define the following : 5x4=20  
(a) Condominium  
(b) Oenology  
(c) Boutique Hotels  
(d) Merchandising
9. Write notes on : 10+10=20  
(a) Inception of an idea in Real Estate Industry  
(b) Luxury communication.
10. Describe with examples how Luxury Products and Brands are created and managed. 20
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