

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

June, 2019

00654

**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 following : 4×5=20
 - (a) Luxury
 - (b) Oenology
 - (c) Real Estate
 - (d) Time Share

2. Elaborate luxury items with regard to the hospitality industry. 20

3. Explain the role of Gaming Zone in luxury industry. 20

4. Describe styling in hospitality with regards to theme restaurants. 20

5. Explain the principles of Luxury Services Marketing with example. 20
6. Write notes on the following : 10+10=20
- (a) Inception of an Idea
 - (b) Condominium
7. Explain the process of developing and marketing of brands. 20
8. Explain preopening management of wellness centres with example. 20
9. Describe various types of leisure properties. 20
10. Write short notes on the following : 10+10=20
- (a) Innovation in Hospitality
 - (b) Advertising Strategy of Hotels
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