

BACHELOR IN HOTEL MANAGEMENT (BIHM)

00428

Term-End Examination

June, 2015

**BHY-031 : LUXURY MANAGEMENT AND REAL
ESTATE DEVELOPMENT**

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*
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1. Explain in brief : 5x4=20
(a) Boutique Hotels
(b) Casinos
(c) Gaming Zone
(d) Wellness Centres
(e) Multiplexes
2. Explain and differentiate Luxury Products and Brands. Explain the concept of Luxury Industry. 20
3. Elaborate : 20
(a) Styling in Hospitality
(b) Luxury Brand Management
4. Explain the principles of Luxury Services marketing. 20
5. What is Luxury Merchandising ? Discuss the role of CRM in Luxury Management. 20

6. Explain communication mix with relevant examples in Luxury Industry. 20
 7. Explain the concept of Real Estate. Explain the principles of Real Estate Industry. 20
 8. Explain : 4x5=20
 - (a) Oenology
 - (b) Condominium
 - (c) Globalization
 - (d) Inception of an Idea
 9. Explain the concept of Serviced Apartments and Time Share. Also discuss real estate laws related to the same. 20
 10. Explain the importance of social responsibility in Luxury Industry. 20
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