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**BACHELOR DEGREE IN HOTEL
MANAGEMENT**

Term-End Examination

December, 2011

**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. India is emerging as a hub for the wellness centres, 20
Discuss. Give examples of any two wellness centre
in India and the services provide by them.
2. Explain the role of Malls/Multiplexes and clubs 20
in luxury industry ?
3. Enlist the principles of luxury services and 20
marketing ? Write in detail any three principles ?
4. Elaborate the following (*any 2*) : 10x2=20
 - (a) Luxury Brand Management
 - (b) Styling in Hospitality
 - (c) Marketing of Brands

5. Advertising is the key luxury Management Strategy. Explain with suitable examples. 20
6. What are the different luxury Management strategies and discuss in detail : 10x2=20
- (a) Innovation
 - (b) Luxury communication
7. What are the different phases in construction of income producing real estate ? What do you mean by Project Management Organisation ? 20
8. Explain in detail the different factors responsible for concieving of an idea of Hotel and Real - Estate Industry. 20
9. What are the different modules of Property Management system of hotels. 20
10. Discuss the real - estate laws for the following (any two) : 10x2=20
- (a) Airports and stations
 - (b) Serviced Apartments
 - (c) Leisure Properties
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