

**BACHELOR IN HOTEL MANAGEMENT (BIHM)**

**Term-End Examination**

**December, 2013**

**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 the Luxury Industry and Luxury Brands. 20
2. Explain in detail : 5x4=20
  - (a) Casinos
  - (b) Heritage hotels
  - (c) Clubs
  - (d) Motels
  - (e) Eco hotels
3. Write the principles of Luxury Marketing. 20
4. Explain the precautions to be followed for construction of Income producing real estate 20
5. What is the present status of Luxury hotels in India ? Cite examples and explain. 10+10=20
6. Discuss the recent trends in MICE. Present 20 examples for each.

7. Explain (any five) : 5x4=20
- (a) Oenology
  - (b) Spa
  - (c) Gaming Zones
  - (d) Malls
  - (e) Resorts
  - (f) Boutique hotels.
8. How will you create satisfaction in customer relation management ? 20
9. Write in detail : (any two) 10x2=20
- (a) Management Contract hotels
  - (b) Franchise hotels
  - (c) Joint Venture hotels
10. What is your message towards environmental issues to your society pertaining to Luxury products ? 20
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