

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

December, 2014

00261

**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 Heritage Hotels. What is their importance in the changing scenario of the hospitality industry ? 20

2. How would you market "Kerala" as a medical tourism destination ? 20

3. What is the difference between Condominiums and Time Share ? Explain their pre-opening management. 20

4. Explain the principles of Luxury Services along with its marketing strategies. 20

5. What do you understand by Brand management ? Explain with examples. 20
6. Discuss Income producing real estate properties. Substantiate your answer with examples. 20
7. What are the various property management systems of hotels ? Explain in detail with the help of any two examples. 20
8. Write short notes on any *two* of the following : $2 \times 10 = 20$
- (a) Casinos
 - (b) Malls
 - (c) Clubs
9. Explain the various laws related to the development of real estate in India. 20
10. Explain the concept of Boutique Hotel with at least three examples. 20
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