

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

December, 2016

**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. Explain the concept and scope of Luxury with regard to the hospitality industry. 20
2. Discuss the importance of property management system in hotels. 20
3. What are the marketing strategies a Luxury Brand adopts for their brand management ? 20
4. List the merits of styling in hospitality. Support your answer with appropriate examples. 20
5. What are the ways adopted for maintaining CRM in Luxury Brand management ? Discuss its advantages. 20
6. Write short notes on : 10+10=20
 - (a) Wellness centres
 - (b) Casinos

7. Write a descriptive note on the Real Estate Industry including laws governing real estate. **20**
8. Distinguish between : **10+10=20**
(a) Service apartments and Time Share
(b) Boutique Hotels and Heritage Hotels
9. State the principles of Real Estate. Make a business plan for developing a real estate property in a Metro city. **20**
10. Write short notes on pre opening procedures of the following : **10+10=20**
(a) Malls
(b) Airports
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