

**BACHELOR DEGREE IN HOTEL
MANAGEMENT**

Term-End Examination

June, 2012

**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 and explain in brief : *(any five)* **5x4=20**
 - (a) Luxury Industry
 - (b) Boutique Hotels
 - (c) Wellness Centres
 - (d) Heritage Hotels
 - (e) Gaming Zone
 - (f) Casinos

2. What are Luxury Products and Brands ? Discuss **20**
Luxury Brand Management.

3. Elaborate. **10+10=20**
 - (a) Luxury Merchandising
 - (b) CRM in Luxury Management

4. What are the principles of Real Estate Industry ? 20
Discuss in detail construction of Income Producing Real Estate.
5. Discuss : 10+10=20
(a) Globalisation and Innovation
(b) Wine as a luxury product
6. Explain the concept of serviced Apartments and Time Share. Also discuss real estate laws related to the same. 20
7. Discuss the importance of advertising in Luxury Management. Explain by giving relevant examples. 20
8. Explain : (*any four*) 4x5=20
(a) CRM
(b) Oenology
(c) Studio Apartments
(d) Condominium
(e) Inception of an idea
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