

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

June, 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.

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1. Describe the role of MICE in luxury Industry. 20
 2. Describe a luxury brand and its marketing value with an example. 20
 3. Define : 5x4=20
 - (a) Casino
 - (b) Motel
 - (c) Heritage Hotel
 - (d) Clubs
 - (e) Eco-hotel
 4. Discuss-Luxury merchandising in hospitality Industry. 20

5. Describe styling in hospitality sectors like boutique, wellness centres, malls, multiplexes and gaming zones. 20
 6. Elaborate the role of globalization and innovation in luxury management. 20
 7. List out the principles of Real estate and Real estate laws ? 20
 8. Wine and Oenology-Discuss in detail. 20
 9. Explain the preopening activities of an luxury hotel. 20
 10. Write notes on : 10+10=20
 - (a) Time share and condominium.
 - (b) Franchising in hotels.
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