



**MAL-010-007703**

Seat No. \_\_\_\_\_

**Bachelor of Hotel & Tourism Management  
(Sem. VII) (CBCS) Examination**

**October / November – 2016**

**7.3 : Resort Management  
(Old Course)**

**Faculty Code : 010**

**Subject Code : 007703**

Time : 3 Hours]

[Total Marks : 70

- Instructions :** (1) Attempt All questions.  
(2) All questions carry equal marks.  
(3) Headings and Sub headings for all the answers are 100% required.

- 1 (a) (i) What is a resort? 7  
(ii) Differentiate Island resort and Sea side resort.  
(iii) What are 'face' and 'head' in the Golf club?  
(iv) What is a labor force ?  
(v) Steps followed to maintain Guest Relations.  
(vi) Expand CCTV with the importance of the same in a resort.  
(vii) Explain the marketing tools of the resort.
- (b) Classification of resorts according to the following : 7  
Seasonal, Designation, Location, Size, Ownership
- 2 (a) Explain the 5 phases of Resort Planning and Development. 7
- (b) Draw the tennis court for doubles with the labeling and measurement. 7
- 3 (a) Special steps followed in the department of HR during recruitment in a resort. 7
- (b) The role of GRE of resort towards customer satisfaction, elaborate with examples. 7

- 4 (a) Explain in detail the Safety and Security of hospitality customers. 7
- (b) What is resort Marketing Segmentation? Explain the steps handled in the sale of recreational activities in a resort. 7

OR

- (b) Write a note on resort marketing and sales promotion. 7
- 5 (a) Discuss the economic and environmental considerations in the resort planning and development process. 7

OR

- (a) Discuss the economic and environmental considerations in the resort planning and development process. 7
- (b) Future Trends in Resort Development, Management, and Planning — Design a concept on your own with better solutions to achieve the following derivatives : 7
- (a) Sale on Room division
- (b) Sale in F&B division
- (c) Planning on international marketing with types to be followed
- (d) New innovative managerial concept to retain staffing.

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