



**HCI-010-004703**

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

**Fourth Year B. H. T. M. (Sem. VII) Examination**

**September - 2017**

**7.3 : Resort Management**

*(New Course)*

**Faculty Code : 010**

**Subject Code : 004703**

Time : Hours]

[Total Marks : 70

- Instructions :**
- (1) Attempt all the questions.
  - (2) Headings and Sub headings for all the answers are 100% required.
  - (3) The maximum marks are assigned in front of each question.
  - (4) Labelled Diagrams are compulsory and need to be drawn with Pencil only.
  - (5) Explanatory answering required for I and II. Select either A and B or C and D.
  - (6) Do not shift the option which leads to disqualify the second attempted answer. (Questions options under I, II).

**1** (A) Explain the five phases of Resort Planning and Development. **14**

(B) Draw and explain a Tennis court with dimensions.

**OR**

(C) Explain 'Leisure Concept' in detail with minimum four examples or situations.

(D) Draw and explain an IRON.

**2** (A) Explain the process of Labor Force in a resort. **14**

(B) Explain the term 'Host Concept' with suitable examples.

**OR**

(C) Describe the resort policies in sports and gambling concept.

(D) What are the Job Specification and Job Description of a GRE ?

- 3 (A) Role of Complimentary and credit provision in the resorts. Explain the recovery process also. **14**
- (B) Explain the bench marks required and processed for the following areas in relation to the Future trends in resort development :
- (a) Sale on F&B division
- (b) To increase the international guest
- OR**
- (C) Explain the Marketing Segment and Potential guest marketing with examples.
- (D) Explain the Social and Cultural impact over the gaming or resort concepts.
- 4 Answer in 50 words : **7×2=14**
- (a) Define the term 'resort'.
- (b) Define the term 'Convention hotel'.
- (c) What is an incident report? Draw and explain.
- (d) What is Access control?
- (e) What is fully integrated building system?
- (f) Explain the steps of risk management.
- (g) Explain briefly hotel training programs for the guest safety.
- 5 Answer in one or **two** lines : **1×14=14**
- (a) Resort classification according to location with examples.
- (b) Name the fishes used in fish spa. And the dermatological diseases which are curable by them.
- (c) Golf Club and types.
- (d) FAIRWAY
- (e) List down any four water sports.
- (f) List down four basic rules of tennis.
- (g) Name four international Golf players (male only).
- (h) Key points on turnover.
- (i) What is a Leisure / Business market mix explain with examples.
- (j) Impact of Diversity and Cultural Behaviour.
- (k) Expand CCTV.
- (l) Any four points on the requirement of SWOT analysis for resort Marketing.
- (m) What is destination marketing to potential customer explain with examples.
- (n) Importance and use of Guest history.