Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

BHMCT- SEMESTER– 6 EXAMINATION – SUMMER 2016

Subject Code: 163304 **Date: 13/05/2016**

Subject Name: Resort Designing, Development & Management

Time: 10.30AM-01.00PM **Total Marks: 70**

Instructions:

1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

Q.1	**(a)**	Write 3 types of guest who attracts resorts? Explain.	**07**
	(b)	Explain the Historical Evolution of Resorts.	**07**
Q.2	**(a)**	List out the various forms of Resort Ownership. Narrate	**07**
	(b)	Is food plays a major role in resorts? Justify why.	**07**
		OR	
	(b)	How a Resort is Different from a Classic Hotel.	**07**
Q.3	**(a)**	Negatives of resorts?	**07**
	(b)	What facilities makes a hotel in to a resort?	**07**
		OR	
Q.3	**(a)**	What is a seasonal Hotel?	**07**
	(b)	Describe the resort developments on 20th Century.	**07**
Q.4	**(a)**	What is the importance of Crisis Management.	**07**
	(b)	what do you understand about Hill resort?	**07**
		OR	
Q.4	**(a)**	Explain the importance of recreational activities in a resort.	**07**
	(b)	Explain Target Marketing? How that is differs from Market Segmentation.	**07**
Q.5	**(a)**	How Human resource planning and development differs from hotel to resort.	**07**
	(b)	When a resort is to be built and which is the preferred location?	**07**
		OR	
Q.5	**(a)**	Explain Reduce, Reuse and Recycle under Resorts with examples	**07**
	(b)	What is the importance of Crisis Management.	**07**

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