Seat No.:	Enrolment No.

Subject Code: 163304

## GUJARAT TECHNOLOGICAL UNIVERSITY BHMCT - SEMESTER-VI EXAMINATION – WINTER 2015

Date:08/12/2015

Sı	ıbjec	t Name: Resort Design & Development	
Ti	Time: 02:30pm to 5:00pm Total Mar		Marks: 70
Ins	2	ions: 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks.	
Q.1	(a) (b)	Explain the term Resort & its conceptual design with suitable example Elaborate the growth pattern of resorts within India?	ole? 07
Q.2	(a) (b)	Describe the words: Recreation, Convention, and Heritage? Explain any two manmade attractions in India and its features?	07 07
		OR	
	<b>(b)</b>	What are the securities and risks of resort management	07
Q.3	(a) (b)	Describe basic Lay-out of Designing a resort? What are the planning processes of designing a resort?	07 07
		OR	
Q.3	(a) (b)	Explain the financial front of Managing resources in a Resort?  Describe the Human resource Planning for resort management?	07 07
Q.4	(a) (b)	Elaborate the recent strategies for promotion of resort worldwide? Write in details of Marketing Mix for Product Development?	07 07
		OR	
Q.4	(a) (b)	Various promotion mix adopted for resort development, discuss? According to guest point of view explain "Service Mix"?	07 07
Q.5	(a) (b)	For Resort Planning, what do understand by the term "Guest Mix" Describe the role of RCI for promotion of resorts worldwide?	07 07
		OR	
Q.5	(a) (b)	Enlist few aesthetics for a resort & explain its value additions?  Discuss two resort management organization of India, with its detail	07 ls? 07

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