

MAR IVANIOS COLLEGE (AUTONOMOUS) THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

Third Semester B.Voc. Degree Examination, November 2016 First Degree Programme under CSS

Skill Course – XI (for Tourism & Hospitality Management)

AUTH373: Resort Management

(for 2014 Admissions – Improvement Only)

Time: **3** Hours

Max. Marks: 80

SECTION – A

Answer ALL questions in one or two sentences.

- 1. What are Hill Resorts ?
- 2. Explain Marinas.
- 3. What do you meant by Back office in a Resort ?
- 4. Define the term Resort Marketing.
- 5. Write about Marketing Strategy.
- 6. Explain Check in.
- 7. Define a Spa.
- 8. What do you mean by a Safari ?
- 9. Discuss the security measures in a Resort.
- 10. Explain the term visitor profile in a resort and its importance.

 $(10 \times 1 = 10 \text{ Marks})$

SECTION – B

Answer any **EIGHT** questions, not exceeding a paragraph of **50** words.

- 11. Differentiate Hill resorts and beach resorts.
- 12. Explain how the weather at the tourist destination influences the resort business ?
- 13. Give a brief description of food and beverage facilities in a resort.
- 14. What do you mean by Market Segmentation ? Give examples.

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- 15. Explain the various entertainment facilities provided in a resort.
- 16. Define term financial feasibility. How it is done?
- 17. Enlist the various family oriented services required in a resort.
- 18. What do you meant by table d' hote ?
- 19. Explain the term Environment Impact Assessment.
- 20. Briefly explain about the demand and supply in resort marketing.
- 21. Explain the various meal plans that a resort offers.
- 22. Write a note on Resort business of Gods Own Country.

(8 × 2 = 16 Marks)

SECTION – C

Answer any SIX questions, in a page of 100 words.

- 23. Elaborate the development process of a resort.
- 24. Explain the term seasonality. Give an account of various efforts to overcome it in resorts.
- 25. Enlist the environmental impacts by a resort.
- 26. Explain the term Cluster theory Marketing.
- 27. Explain the duties and responsibilities of a Night auditor in a Resort.
- 28. Discuss the history of resort business.
- 29. Elaborate the functions of a resort manager.
- 30. Discuss various shopping facilities available in a resort.
- 31. Give an account of type of clientele to Ayurvedic Resorts.

 $(6 \times 4 = 24 \text{ Marks})$

SECTION – D

Answer any **TWO** questions, not exceeding four pages.

- 32. Explain the various functional departments in a Resort; write the interrelationship between the departments.
- 33. Briefly Define Marketing. Explain the Process of Marketing. How Marketing activities in a Resort does differ from other products ?
- 34. Elaborate the various external challenges of resort management.
- 35. Discuss the components of tourism. Give a detailed note on the statement. "Resorts are inevitable for the growth of tourism in Indian scenario".

$$(2 \times 15 = 30 \text{ Marks})$$