



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

Third Semester B.Voc. Degree Examination, November 2015
First Degree Programme under CSS
Skill Course – XI (for Tourism & Hospitality Management)
AUTH373: Resort Management

Time: 3 Hours

Max. Marks: 80

SECTION – A

Answer ALL questions in one or two sentences.

1. Define 'Resort'.
2. What do you mean by 'Service' ?
3. Define 'Segmentation'.
4. Expand the terms: FHRAI.
5. Define Hotel.
6. What is meant by 'Planning' ?
7. Define Branding.
8. What is Feasibility ?
9. List out any two Mountain Resorts of Munnar.
10. Mention any two secondary accommodation units in Kerala ?

(10 × 1 = 10 Marks)

SECTION – B

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

11. Differentiate the Tangible and Intangible products.
12. What is IRCTC ?
13. Distinguish the terms Products and Services.

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14. What do you mean by Resort Management ?
15. What is Primary Accommodation Unit ?
16. Bring out the objectives of Segmentation.
17. Differentiate between Guest and Host.
18. What do you mean by Demographic Segmentation ?
19. What are family oriented services ?
20. Write a brief note on Visitor Profile.
21. Mention the factors affecting the growth of resort concept.
22. What is Place Marketing ?

(8 × 2 = 16 Marks)

SECTION – C

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

23. Explain in brief the historical perspective of Resort Management.
24. Discuss the Trends and Factors in developed tourist markets.
25. Bring out the basic elements of a resort complex.
26. Elucidate the characteristics of Services Marketing.
27. Explain the different types Accommodation.
28. Write a note on characteristics of Mountain based resorts.
29. Discuss the types of segmentation in resort marketing.
30. Write an essay on external challenges for resort management in India.
31. Describe the importance of Recreation management at the tourist place.

(6 × 4 = 24 Marks)

SECTION – D

Answer any TWO questions, not exceeding four pages.

32. Discuss in detail the internal challenges for resort management.
33. Examine the various Marketing Issues in relation to Resorts in India.
34. Analyse the role of Coastal Resorts of Kerala in promoting tourist destination.
35. Examine the “Atithi Devo Bhava” Campaign in recognizing India as Global Tourism and Hospitality Destination.

(2 × 15 = 30 Marks)

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