



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

Time: 3 Hours

Max. Marks: 80

SECTION – A

Answer ALL questions in one or two sentences.

1. 'Resorts' – Explain the term in short.
2. What is guest folio ?
3. What do you mean by "no – show" ?
4. What is meant by catering establishment ?
5. Define housekeeping.
6. Expand CP.
7. What is recreation management ?
8. What is EIA ?
9. Explain about sea side resorts.
10. What is an Eco resort ?

(10 × 1 = 10 Marks)

SECTION – B

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

11. Define resort management.
12. List out the F&B outlets in a beach resort.
13. Differentiate between golf resort and tennis resort.
14. How to minimize negative environmental impacts in the premises of resort ?

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15. What are resort towns ? Give examples.
16. Write a short note on ski resorts in India.
17. What is place marketing ?
18. Define the term branding.
19. Write about online marketing of resorts.
20. Write a short note on Ayurveda resorts in Kerala.
21. Differentiate between hotel and resort.
22. What are hill resorts ?

(8 × 2 = 16 Marks)

SECTION – C

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

23. Write a short essay on major beach resorts in India.
24. What are the methods of accounts of settlements ?
25. Explain about the scenario of changing market and competitive conditions of resorts.
26. Explain about the characteristics of service marketing.
27. How to classify resorts ?
28. Write a note on services and facilities provided by resorts to their guests.
29. “Planning is an integral part of resort management.” – Elucidate.
30. Write a short essay on history of resorts.
31. Write a short essay on external challenges of resort management.

(6 × 4 = 24 Marks)

SECTION – D

Answer any TWO questions, not exceeding four pages.

32. Write an essay on phases of resort planning and development.
33. What are the basic elements of a resort complex ?
34. How to market health resorts and spas ?
35. Draw the organizational structure of the beach resort and explain the duties and responsibilities of the staffs.

(2 × 15 = 30 Marks)

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