



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 × 1 = 10 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.

P.T.O

