Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY BHMCT SEMESTER- 6 • EXAMINATION – SUMMER-2017

Subject Code: 163304 Date: 06/05/2017 Subject Name: Resort Designing, Development & Management Time: 10.30AM to 01.00PM **Total Marks: Instructions:** 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. 0.1 (a) Narrate the Resort concept in India 07 **(b)** Differentiate how Hotels and Resort differ in operations 07 **Q.2** Elucidate developments of Resort since world war **07** (b) List out Different types of Resorts according to the ownership & explain any 2 **07** OR **(b)** What is a Water Resort ? Elucidate with example. 07 Λ7 0.3 (a) Explain the contribution of a theme Resort to the local community. **(b)** How a resort is segmented according to Psychographic. **07** 0.3 If you want to start a resort in Ahmedabad what type of resort would it be and **07** (a) narrate in your own words. **(b)** Narrate fire safety Measures required in a Resort **07** (a) Explain the importance of RECREATION in Resorts. 0.4 07 Explain a marketing sample for a Hill Resort. 07 Differentiate Residential properties with Resorts. 0.4 07 (a) What is a Shoulder Season? 07 **(b) Q.5** (a) What are the 'P's of Hospitality mix 07 Draw a lay out of a Resort where outdoor adventure is the theme. **(b)** 07 OR 0.5 Explain Reduce, Reuse and Recycle. 07 (b) What are the Four steps in Risk Management Process. **07**
