GUJARAT TECHNOLOGICAL UNIVERSITY BHMCT- SEMESTER- VI • EXAMINATION – SUMMER 2015

Subject Code:163304 Date:14/05 Subject Name: Resort Designing, Development & Management			Date:14/05/2015	/2015	
Ti	Time:10.30am-01.00pm Total Marks: '				
Ins	1 2	ons: 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks.			
Q.1	(a) (b)	Write the various Stages involved in the Development of Resort. Differentiate Resort and Hotel.	07 07		
Q.2	(a) (b)	Vrite features and about Various Services of Resort that attract Tourists. viscuss different elements of Resort Designing		7 7	
		OR			
	(b)	What are different Recreational Activities and Facilities offered by W	ild life Sanctuary? 07	7	
Q.3	(a)	How do you Plan a Resort Situated on Hills?		7	
Q.3	(a) (b)	•		, 7	
		OR			
Q.3	(a) (b)	Write the role of Human Resource Planning required for Smooth operation of Resort. Why Proper Financial Planning is required for Product Designing?		7 7	
Q.4	(a)	What is Marketing Mix?		7	
Q. -	(a) (b)	Write different Marketing Strategies associated with Resort Development.		, 7	
		OR			
Q.4			signing Resort. 07	7	
	(b)	How do You Promote Your Hotel Situated near Beach?	07	7	
0.5		Efficiency of any Depart is directly group articulate the Chill of Family	and Community of	-	
Q.5	(a) (b)	Efficiency of any Resort is directly proportional to the Skill of Employ Draw Layout of Resort and discuss its features in Brief.	yees. Comment 07 07		
Q.5	(a)	OR What is difference between white water rafting and coracle?	07	7	
2.00	(b)	Define Standardize Building Method.			
