F 6259 (Pages : 2) Reg. No.....

Name.....

B.Voc. DEGREE EXAMINATION, OCTOBER 2021

Sixth Semester

RESORT MANAGEMENT

(For B.Voc. Programme in Tourism and Hospitality / Tourism and Hospitality Management)

[2014 Scheme]

Time : Three Hours Maximum : 80 Marks

Part A (Short Answer Questions)

Answer **all** *questions.*

Each question carries 1 *mark.*

1. What is a Spa resort?
2. What is land scaping?
3. What is destination image?
4. What is Seasonality?
5. What is Market Segmentation?
6. Name any two popular type of resorts in Kerala.
7. What is family oriented services?
8. What is customer loyalty?
9. What are the 4 Ps in marketing?
10. What is a resort complex?

(10 × 1 = 10 marks)

Part B

Write short notes on any **eight** *questions.*

Each question carries 2 *marks.*

11. What are the facilities available in a Golf resort?
12. What is visitor management?
13. What is Branding?
14. What is recreation?
15. What is mountain tourism?
16. Distinguish between Sales and Marketing.

Turn over

17. What is Online Marketing?
18. What do you mean by profiting of visitors?
19. Distinguish between Environment and Ecology.
20. Who is a budget tourist?
21. Who is a demanding tourist?

(8 × 2 = 16 marks)

Part C

Write short answers on any **six** *questions.*
Each question carries 4 *marks.*

22. What are the different types of resorts?
23. Introduce resort as a tourism product.
24. What are the basic elements of a resort complex?
25. Give an account of services available in any one resort in Kerala.
26. Examine the significance of land scaping in resorts.
27. Discuss the facilities available in a Health Resort.
28. What are the internal challenges in resort management?
29. Discuss the principles of Financial Management?
30. What is recreation management?
31. What is Service Marketing?

(6 × 4 = 24 marks)

Part D

Write essays on any **two** *questions.*
Each question carries 15 *marks.*

32. Examine the issues involved in designing, developing and managing resorts.
33. Examine the role and significance of market segmentation in resort marketing.
34. Give an account of functional tools of resort development.
35. Explain in detail the marketing issues for resorts.

(2 × 15 = 30 marks)