

ROLL NO. _____

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA

ACADEMIC YEAR – 2014-2015

COURSE : 1st Semester of M.Sc. in Hospitality Administration
SUBJECT : Properties Development and Planning
TIME ALLOWED : 03 Hours

MAX. MARKS: 100

(Marks allotted to each question are given brackets)

Q.1. Tourism helps in the growth of a location and it slowly makes that a destination. Describe the various factors which make a location – a tourism destination.

OR

Discuss the various hospitality facilities required at a tourism destination.

(10)

Q.2. The hospitality industry has recognized MICE as huge segment for their business. MICE is key to success for some destination, whereas some hotels may not encourage this business at all. Discuss the various facilities required for a tourist Destination to develop as a MICE Destination.

OR

How can MICE enhance the business of a destination?

(10)

Q.3. Explain in short:

- (a) Snorkeling
- (b) Franchise hotels
- (c) Travel safety
- (d) Night Clubs
- (e) Sources of funds

(5x2=10)

Q.4. Kitchen planning is a key area for the success of a hotel. Draw a kitchen layout of a multi-cuisine restaurant with name of the equipment.

(10)

Q.5. You are given a task of planning the opening of a grand launch party of a 4-star hotel in a metro city. As an Event Manager, plan a suitable event.

(10)

Q.6. ABC Ltd. has planned a five star hotel property in a Metro city. Enlist the various licenses and permissions with the name of issuing authority, the company has to get for smooth opening of the hotel.

OR

Feasibility report plays a very important role in the success of a project. Explain in short the points to be covered in this report.

(10)

Q.7. Holiday Packages are a strong instrument for Marketing a Resort. Plan a seasonal and off-season package for a beach resort with costing.

OR

Make a Marketing plan for a Hill Resort for a year round good occupancy in the resort.

(10)

Q.8. Explain in detail the pros and cons of running a:

(i) Spa (ii) Ecotels

(5+5=10)

Q.9. India has been steadily growing in popularity as a medical tourist destination. Discuss why?

(10)

Q.10. What factors would you keep in mind while selecting a city to host an International Convention? Who would be the key players responsible for management of such a convention?

(10)
