

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR - 2013-2014

COURSE : 1st Semester of 2-year M.Sc. in HA
SUBJECT : Properties Development and Planning
TIME ALLOWED : 03 Hours MAX. MARKS: 100

(Marks allotted to each question are given in brackets)

Q.1. What is the role of tourism development agencies in India? Comment on public sector co-ordination with the private players in tourism development. (10)

Q.2. What is community based tourism? Explain in detail as to how it provides opportunity of income for local artisans workers.

OR

Explain the role of tour operations and trade shows as income producing component in hospitality business. (10)

Q.3. What is a Feasibility Study? How does it help Project Managers? (10)

OR

Distinguish between:

- (i) Sole Proprietorship and Partnership
- (ii) Franchise and Collaboration

(5+5=10)

Q.4. Explain in detail star classification criteria for hotels in India. What is the composition for star classification committees? (10)

Q.5. Trekking is one of the popular modes of outdoor recreation. Discuss all the factors to be considered for its planning.

OR

What is MICE? How are hotels promoting this phenomenon?

(10)

Q.6. What do you understand by dual rates? How is menu management in resorts different from commercial hotels? (10)

Q.7. What are the special features of a holiday package? Develop a holiday package for any adventure sport destination. (10)

Q.8. You are running an event management company. Plan a high profile seminar and award function on World Tourism Day listing steps and sequence involved.

OR

What are the various stages involved in organizing an event? Elaborate different factors that influence the selection of venue for convention. (10)

Q.9. What do you understand by holistic healing for stress management? Explain with examples. (10)

Q.10. What do you mean by Systematic Layout Planning and explain the various steps of flow process in SLP. (10)
