

**EXECUTIVE MBA IN INTERNATIONAL
HOSPITALITY MANAGEMENT (EMBA IHM)**

Term-End Examination

December, 2013

MHY-022 : MANAGEMENT CONSULTANCY

Time : 3 hours

Maximum Marks : 100

*Note : (i) Attempt **any five** questions.*

*(ii) All questions carry **equal** marks.*

1. What are the responsibilities of a business consultant ? Explain with examples from hotel industry. 20
2. What are the tools available to analyze data ? How do you ensure that analyzed data is useful. 20
3. What are the advantages of hiring a consultant ? Can outcome of a consultancy assignment be rejected . 20
4. How do you ensure that a case presented by you as a consultant is persuasive ? 20
5. How are 'Terms of references' prepared for a consultancy project ? 20

6. Explain marketing of consultancy a projects. 20
7. What is management of change ? How do you ensure smooth transition during the change process. 20
8. Write notes on : 10+10=20
(a) Contractual obligations
(b) Designing propositions
9. Give step by step procedure of writing a consultancy report. 20
10. How do you ensure acceptability of changed system in a large organization ? 20
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