

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

Term-End Examination

00331

December, 2014

MHY-022 : MANAGEMENT CONSULTANCY

Time : 3 hours

Maximum Marks : 100

Note : *Attempt any five questions. All questions carry equal marks.*

1. What are the methods used to collect data for consultancy projects ? Discuss in detail. 20

2. Why do business houses hire consultants ? Explain the types of assignments handled by consultants. 20

3. Provide the step-by-step procedure of setting up your own consultancy company. 20

4. What is change management ? Explain the role of consultants in this. 20
 5. How do you present a consultancy report ? Discuss with examples. 20
 6. What are the legal aspects for signing a consultancy project ? 20
 7. How do you design 'Terms of reference' for a project that has to be awarded to a consultant ? 20
 8. How do interventions affect findings of a project report ? Explain with examples. 20
 9. "Influencing clients is one of the best practices in report submission." Justify with suitable example. 20
 10. What are the factors that influence designing of a training workshop ? Explain with examples. 20
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