

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

**Term-End Examination**

**December, 2015**

**MHY-022 : MANAGEMENT CONSULTANCY**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** (i) *Attempt any five questions.*  
(ii) *All questions carry equal marks.*

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1. As a responsible business consultant of a large 5 star Hotel in a large city how would you ensure to change the systems to the maximum benefit of the hotel ? **20**
2. What is data analysis ? Explain its use in the hotel industry. **20**
3. How you would present yourself as a consultant to the management of a hotel, suggesting that you would be very useful to them in the long run. **20**
4. Write a note on each of the following : **10x2=20**
  - (a) Terms of Reference
  - (b) Standards and Ethics

5. When does the need of hiring a consultant arise ? Should it be necessary to implement all the provisions provided by a consultant ? Explain with reference to the hotel industry. 20
6. What do you understand by Designing Propositions and Pitching in the business of consultancy ? Explain in detail. 20
7. Give the steps in detail for writing and presenting reports. How would you ensure its efficiency and usefulness ? 20
8. When does the need for change management arise ? Explain with examples of the hotel industry. 20
9. (a) How would you develop change procedures as a consultant of a hotel ? 10x2=20  
(b) What are the prescribed techniques for effective change management ? Explain.
10. What important points should be kept in mind while designing Training and Workshop Programmes in the hotel industry ? 20
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