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

Term-End Examination

December, 2017

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. Discuss techniques of effective change management. Give suitable examples related to hospitality. 20
2. Write notes on : 2x10=20
 - (a) Contractual obligations
 - (b) Designing Training Programmes
3. Define Reports. Discuss about their writing and presentations. 20
4. What is the relevance of Standards and Ethics in hospitality industry. Explain with suitable examples. How can clients be influenced ? 10,10
5. How is closure done in a business deal ? Give examples. 20

6. Discuss the Delivery Process in detail. How can it be improved ? 20

 7. Write notes on : 2x10=20
 - (a) Market Promotion
 - (b) Selling Consultancy Projects

 8. Discuss the procedure of collection and analysis of Data, with reference to problem diagnosis. 20

 9. Write a detailed note on interventions. 20

 10. Why are designing propositions and pitching important in the consultancy business ? How are they designed ? Give examples to illustrate your answer. 20
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