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

Term-End Examination

June, 2016

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. "Regular Training and Workshop Programmes are necessary for the employees of a large hotel." 20
How far the above statement is true ? Explain giving your reasons.

2. "Change Procedures are a must with the passage of time." Why do you think so ? Explain with examples in relation to hotel industry. 20

3. What are the set of techniques used for effective change management ? Give examples for the techniques. 20

4. Why does Report writing require technical skill ? 20
What are those skills ? Elaborate them with examples.

5. Designing propositions and Pitching are important in the business of consultancy. Why do you think so ? Explain in detail. 20
6. Is it always necessary to hire a consultant while planning a project ? How does it help ? Explain in terms of the hotel industry. 20
7. Write a note on each of the following : 10x2=20
(a) Data Collection
(b) Data Analysis
8. How are 'Terms of Reference' prepared ? Relate in terms of the hotel industry. 20
9. How would you market and sell your consultancy projects ? Discuss with the help of an example from the Hospitality Industry. 20
10. What are the responsibilities of a Business Consultant ? How would you deliver to benefit your client ? Explain each step. 20
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