

00455

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

**Term-End Examination**

**June, 2017**

**MHY-022 : MANAGEMENT CONSULTANCY**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. What do you understand by 'Management Consultancy'? Explain the responsibilities of a Management Consultant. 20
2. Define 'data mining' ? What are the advantages and disadvantages of mining the data ? 20
3. What are the effective methods of Collecting data ? Explain in detail. 20
4. Write short notes on : 2x10=20  
(a) Interventions  
(b) Closure
5. How would you ensure that your suggestions as a consultant are accepted by the client ? 20

6. What are 'terms of reference' ? What precautions would you suggest while framing terms of reference for a consultancy project ? 20
  7. What is the role of a consultant during transition to suggested system ? 20
  8. What is change management ? What is the role of a consultant in changing environment ? 20
  9. What are the responsibilities of a business consultant ? 20
  10. What is report writing ? What precautions would you undertake while preparing a consultancy report ? 20
-