

00444

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

**Term-End Examination**

**June, 2018**

**MHY-022 : MANAGEMENT CONSULTANCY**

*Time : 3 hours*

*Maximum Marks : 100*

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- Note : (i) Attempt any five questions.  
(ii) All carry equal marks.*
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1. Discuss the importance of training programs. 20  
How are they different from workshop programs ? List the considerations to be kept in mind while designing training programs.
2. Define Change Management. What are the 20  
various techniques of effective change management ?
3. Write notes on : 2x10=20  
(a) Report writing and presentation  
(b) Preparing persuasive cases
4. Discuss various methods of Data Collection. Give 20  
examples.
5. Define Contracts. Discuss contractual obligations. 20

6. Discuss diagnosis and interventions with reference to the Delivery Process. 20
  7. What is Business Consultancy ? Why is it required ? Give attributes of a good consultant. 20
  8. Discuss various marketing, selling and promotion techniques used in a business. Give suitable examples. 20
  9. Define Propositions and Pitching. Discuss their importance in running a business. 20
  10. Write notes on : 10,10
    - (a) Change procedures
    - (b) Standards and Ethics of business
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