

EXECUTIVE MBA IN INTERNATIONAL
HOSPITALITY MANAGEMENT (EMBA IHM)

Term-End Examination

December, 2016

MHY-022 : MANAGEMENT CONSULTANCY

Time : 3 hours

Maximum Marks : 100

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

1. What are the ways of collecting data ? Give 20
examples for each method.
2. What is change management ? Why should 20
effective managers prepare for change ?
3. What are the precautions taken while preparing 20
'Terms of reference' for a contract ?
4. What is a Consultancy project ? What are the 20
precautions taken while drafting the Consultancy
agreement ?
5. What do you understand by Problem 20
Diagnosis ? Discuss the standard and ethics in
problem solving.

6. What is a Consultant's report ? How would you as a Consultant ensure that your report is convincing for the client ? 20
7. What is the role of consultant in developing workshop program ? Explain various steps involved in designing workshop program. 20
8. How would you undertake marketing of your project ? 20
9. What are the tools used to diagnose the problems faced by an organisation ? 20
10. Write short notes on : 2x10=20
- (a) Pitching by a business consultant.
 - (b) Disadvantages of hiring a consultant.
-