

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

**Term-End Examination**

**June, 2014**

**MHY-022 : MANAGEMENT CONSULTANCY**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : (i) Attempt any five questions.  
(ii) Each question carry equal marks.*

1. What are the strategies adopted to market consultancy projects ? 20
2. Write notes on : 10+10=20
  - (a) prospecting business consultancy
  - (b) promoting business consultancy
3. What are the contractual obligations of a consultancy project ? 20
4. What are the advantages of completing an assignment in time ? Can data collected be used after long gap of time ? 20
5. Explain in detail the methods of data collection with advantages and disadvantages of each method. 20

6. Write notes on : 10+10=20  
(a) consultancy report  
(b) terms of reference
7. What are the tools and techniques used to analyse data ? 20
8. How will you ensure that your consultancy report is implemented in the desired manner ? 20
9. What are the techniques of managing change in an organization effectively ? 20
10. What are the tools used for communicating changed systems in a large organisation ? 20
-