

00108

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

Term-End Examination

June, 2015

MHY-022 : MANAGEMENT CONSULTANCY

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

All questions carry equal marks.

1. How do you ensure that your consultancy report is convincing for the client ? Prepare a sample report. **20**
2. What are the tools available to analyze data ? Discuss these in detail. **20**
3. What is a consultancy project ? How do you draft the agreement for a consultancy project ? **20**
4. Write notes on : **10+10**
 - (a) Data collection
 - (b) Data mining for next project
5. What is the role of a consultant during transition to suggested system? **20**
6. How would you undertake marketing of your project ? **20**

7. What are the responsibilities of a business consultant ? Discuss in detail. 20
 8. What are the advantages and disadvantages of hiring a consultant ? 20
 9. Write a note on job prospects in a consultancy firm. 20
 10. Write a note on technique used in change management. 20
-