



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

Type: Semester End Assessment

Date: 26.04.2022

Term: 4

Total Marks: 25

Time Duration: 2 Hrs

Course Name: Management Process 2 Hospitality Tourism, Leisure & Event

Course Code: IHOH108

Instructor: Nelissa Alcasoas

This paper contains 03 pages in addition to the cover page.

Name: _____

Student Number: _____

Class: _____

Marks Obtained: _____

Faculty Signature: _____

Invigilator Signature: _____

Main Answer sheet	Number of Supplements	Total number of Answer sheets
01		

- Carefully read each question at the outset of the paper. All queries must be addressed to the faculty within the first 10 minutes of the examination.
- Students are expected to maintain complete silence in the examination hall and avoid interacting or communicating with their peers.
- Students must enter the examination hall 10 minutes prior to the scheduled time of the examination.
- Students will carry only their essential Books, notes, pens, pencils, calculators and scales into the examination hall.
- Bags, eatables, drinks, etc. will not be allowed inside the hall with the exception of a bottle of water.
- Cell phones and beeping watches are prohibited in the examination hall. The usage of electronic data banks is prohibited.
- Students will answer the examination with only blue/ black ball point pens unless informed differently by faculty. Avoid usage of green or red ink pens on the answer sheet.
- Dictionaries will not be allowed into examination hall unless informed differently by faculty.
- Students will not be permitted to exit the examination hall 30 minutes prior to end time of an examination. A student leaving the room will have to return his/her paper to the faculty and the paper will be considered as completed.
- Students may be permitted to take a break under exceptional circumstances only if accompanied by an invigilator.



Answer All Questions

- I. You have been appointed as a student consultant to advise the new S.Y. Batch (29 students) about how to go about organizing the Farewell Party 2022. You have to brief them about the different departments needed to be formed and the different tasks that will be carried out by department teams to get the job done. Design an organizational structure with the different departments and explain in detail the tasks to be carried out by the students. **(10 marks)**

II. *Case Study - Dryden Park*

Dryden Park is an 18th century stately home set in picturesque grounds of over 250 acres in the heart of rural Herefordshire. In 2001 the owners completed the conversion of the buildings and grounds into a hotel and conference centre. The site has five conference rooms, three dining rooms, a ballroom, and facilities in the grounds for a variety of activities from canoeing, golf and horse riding to quad bikes, paintball and balloon flights. The hotel can accommodate 85 guests. All guest rooms have broadband connections and satellite television. Dryden Park is located 22 miles from the M50 motorway. This provides good links to the main target markets, the cities and towns from Gloucester to Birmingham. Dryden Park is reached by minor roads which give it a feeling of peaceful isolation. Business customers are Dryden Park's main target market. It is estimated that 80% of UK businesses regularly spend money on team-building events such as away days and weekends. To meet this demand many businesses have been, and continue to be, set up. As a result the market has become highly competitive. Dryden Park has responded to this by providing tailored team-building packages. Dryden Park charges £90 per person per day for the use of all facilities. There is an additional charge of £105 per person per night for accommodation, evening meal and breakfast. The tailored team-building package has an additional fee of £200 per booking per day for Dryden Park to run the event

- a) When a business conducts a SWOT analysis one feature of the business can relate to more than one part of the analysis. Show how the location of Dryden Park can be both a strength and a weakness.
- b) Show why the estimate that 80% of UK businesses regularly spend money on team-building events could be both an opportunity and a threat for Dryden Park. **(8 marks)**



III. Select the appropriate answer -

(7 marks)

1. Low risk tactics for overcoming resistance to change include
 - a) Communication, support, threats
 - b) Participation, support, manipulation
 - c) Communication only
 - d) Communication, participation, support, negotiation

2. A change agent is the individual who:
 - a) Unfreezing, adjustment, refreezing
 - b) Opposes change
 - c) Initiates change
 - d) Helps implement change

3. Transformational change is often carried out by
 - a) Middle managers
 - b) Bottom up
 - c) Top down
 - d) After extensive consultation

4. What is Ethics to do with?
 - a) The wider community
 - b) Right and wrong
 - c) Business
 - d) All of the above

5. Which of the following word refers to 'doing business with your grandchildren's interests at heart'?
 - a) Responsibility
 - b) Agility
 - c) Sustainability



d) All of the above

6. The spending on CSR activity is mandatory in India for following organisations:

- a) 3% spending for above 5 cr profit organisations
- b) 2% spending for above 5 cr profit organisations
- c) 1% spending for above 5 cr profit organizations
- d) Some spending on above 5cr profit organizations

7. The relationship between standards of CSR & legal requirements governing corporate operation lies at the heart of the

- a) Unattainable
- b) Formulation
- c) The business community
- d) All of the above