



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B. Sc. International Hospitality Management

Type: Semester End Assessment (SEA)

Date: 04.10.2023

Batch and Term: 2021-2024 and 7

Total Marks: 25

Time Duration: 02 hours

Course Name: International Hospitality Management

Course Code: IHCH119

Instructor: Ms. Gauri Patil

This paper contains 01 page in addition to the cover page.

Full Name of the Student: _____

Permanent Registration 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 should not interact or communicate with their peers.
- Students will carry only their essential stationery like pens, pencils, ruler and simple calculators 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, electronic data banks, scientific calculators and smart/beeping watches are prohibited in the examination hall.
- 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.



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Answer any 05 questions from the following.

1. Elaborate on 5 vital components which managers need to demonstrate as a part of their managerial role. **(05 Marks)**

2. Identify 5 Challenges of Global Hospitality Industry trends and suggest a solution for each of them. **(05 Marks)**

3. The never-ending high staff turnover within the hospitality industry means that the human resource department is central to the success of any business. List 3 ways, apart from the salaries, in which jobs can be made to appear more rewarding in the hospitality industry. List 3 dislikes in hospitality jobs identified globally. **(05 Marks)**

4. State 5 benefits of breaking into emerging markets and list 4 types of foreign market entry strategies used by the hospitality industry globally. **(05 Marks)**

5. Describe the role of social responsibility in the international hospitality management. **(05 Marks)**

6. What are some of the symptoms of cultural shock and what are the measures the HR department can take to overcome them. **(05 Marks)**
