V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B.Sc. International Hospitality Management

Type: Semester End Assessment (SEA) | Date: 02/01/2024

Batch and Term: 2021-2024 & 8   Total Marks: 25 | Time Duration: 2 Hours

Course Name: Strategic Management | Course Code: IHCH117

Instructor: Dr. Lysette D'souza

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.

Answer All Questions

Q.1. Why can some companies survive and prosper even through economic downturns and industry turbulence? Give examples of 5 companies and justify your answer.   **(06 Marks)**

Q.2. Use the model of Donald Hambrick & James Fredrickson: "The Five Major Elements of Strategy" and analyze the company 'IKEA'?   **(06 Marks)**

Q.3. How should organizations compete in order to create competitive advantages in the marketplace?   **(06 Marks)**

Q.4. CAGE framework is used worldwide to evaluate global markets with respect to cultural differences and distance. Discuss and give examples.   **(07 Marks)**

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