



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B. Sc. International Hospitality Management

Type: Semester End Assessment

Date: 08/04/2024

Batch and Term: 2021-2024 & 9

Total Marks: 25

Time Duration: 2 Hours

Course Name: Organisational Behaviour2

Course Code: IHOH114

Instructor: Ms. Nelissa Alcasoas

This paper contains 03 pages 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. BigMc is a franchisee between a fast food American giant and a family owned Indian business. They have an ambitious plan, of covering all major Indian cities above 10 lakhs and setting up units across National Highways. Being American, the products are mostly bakery and are rather bland in taste. They use majorly non-veg ingredients including beef and pork. What kind of cultural understanding is required to ensure the success of the venture? **(08 Marks)**

Q.2. You want to venture into business and have recently rented a place and have made resources available to run a bistro from 9:30am-2:30pm and 5:30pm-9:30pm. The last resource viz. human resource is yet to be considered. Design an effective organisational structure and detail roles and responsibilities of the staff needed to run a successful bistro. **(10 Marks)**

Q.3. Answer the following questions by choosing the correct alternatives. (07 Marks)

1) What does organizational change refer to?

- a) Changing the physical structure of the workplace
- b) Altering the company's financial strategies
- c) Making modifications to improve organizational effectiveness
- d) Hiring new employees

2) Which stage of the Lewin's Change Management Model involves preparing employees for the change?

- a) Unfreezing
- b) Changing
- c) Refreezing
- d) Transitioning



3) Which factor is essential for successful organizational change?

- a) Resistance from employees
- b) Lack of communication
- c) Strong leadership support
- d) Maintaining secrecy about the change

4) What is the role of a change agent in the change process?

- a) To resist change and maintain the status quo
- b) To facilitate and manage the change process
- c) To ignore the need for change
- d) To implement change without consulting employees

5) Which type of organizational change occurs in response to external factors such as technological advancements or market shifts?

- a) Planned change
- b) Reactive change
- c) Incremental change
- d) Proactive change

6) Which approach to change management emphasizes the importance of involving employees in the change process?

- a) Top-down approach
- b) Bottom-up approach
- c) Lateral approach
- d) Hierarchical approach



7) Which of the following is NOT a common reason for organizational change?

- a) Technological advancements
- b) Employee satisfaction
- c) Market competition
- d) Changes in regulations
