



V. M. SALGAOCAR INSTITUTE  
of  
INTERNATIONAL HOSPITALITY EDUCATION

**M.Sc. International Hospitality and Tourism Management**

Type: Semester End Assessment (SEA)

Date: 03/01/2024

Batch and Semester: 2022-2024 & 3

Total Marks: 40

Time Duration: 2 Hours

Course Name: Research in Cultural Studies

Course Code: IHT-603

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.** What is the significance and importance of Cultural Intelligence in the business world? How does cultural curiosity benefit the work place? **(10 Marks)**

**Q.2.** Enumerate with examples the effect of culture on international hospitality business management **(10 Marks)**

**Q.3.** Evaluate Geert Hofstede's- Cultural Dimensions with respect to power distance and uncertainty avoidance. **(10 Marks)**

**Q.4.** CAGE framework is used worldwide to evaluate global markets with respect to cultural differences and distance. Discuss and give examples. **(10 Marks)**

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