



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B.Sc. INTERNATIONAL HOSPITALITY MANAGEMENT

Type: Semester End Assessment (SEA)

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Total Marks: 25

Time Duration: 2 Hours

Course Name: Management Process 1 Hospitality, Tourism, Leisure & Event

Course Code: IHOH103

Instructor: Alba De Sa

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.



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Answer All Questions

Q.1. Choose the most appropriate answer from the given options: (5 x 1 = 5 marks)

- Which of the following is not a component of the Micro Environment? _____
a) Government
b) Competitors
c) Suppliers
d) Marketing Intermediaries
- _____ is the aggregate of all conditions, events and influences that surround and affect the organisation.
a) Environmental analysis
b) Business environment
c) Organisational structure
d) Organisational values
- The component of the external business environment which is largely external and totally beyond the control of a business unit is termed as _____ environment.
a) Micro
b) Task
c) Internal
d) Macro
- The hierarchy that depicts higher-level employees within the inner rings of a circle and the lower-level employees along the outer rings is a _____ organizational structure.
a) Flat
b) Network
c) Circular
d) Line
- _____ is known as the Father of Scientific Management.
a) Elton Mayo
b) F.W. Taylor
c) Henri Fayol
d) Abraham Maslow

Q.2. Name the following: (5 x 1 = 5 marks)

- The leadership style that is a hands-off approach that allows freedom to followers to set rules and make their own decisions.
- The type of organisational structure in which employees report to two or more managers rather than one manager overseeing every aspect of a project.
- The type of strategy in TOWS matrix that utilizes a firm's strengths to capitalize on opportunities.
- The managerial function that ensures all activities in an organisation are performed as per the plans.
- The stage of team development that is marked by conflict and competition as individual personalities emerge and opinions differ.



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Q.3. Read the case and answer the questions based on it:

Reli joined The Taj Resorts in October after a successful career at Lemon Tree Premier where he had worked as a successful Computer Engineer. Reli felt that Taj Resorts offered much better career prospects, than that of Lemon Tree Premier. Reli joined as a Senior Computer Engineer at Taj Resorts, with a handsome pay hike as well as a great sense of job security. Due to his important position with Taj Resorts, he was a high prestige symbol among all his work colleagues and everybody respected him. He also had great respect for all his superiors and subordinates alike.

Here, at Taj Resorts, he joined Reana's ten-member team. While she was efficient at what she did and extremely intelligent, she had neither the time nor the inclination to make him feel connected to the team. Time and again, Reli found himself thinking of Albi, his old team leader at Lemon Tree Premier, and of how she had been such a positive influence on him and instilled in him a sense of belonging. Reana, on the other hand, even without actively doing anything, had managed to significantly lower his motivation levels. It now seems like Reli is already thinking of leaving the company in search of an environment similar to the one he experienced before.

- (i)
1. Explain what according to you; could have been the probable reasons for Reli's disappointment? Support your answer with Maslow's Hierarchy of Needs. **(5 marks)**
 2. Explain what should the team leader Reana do to prevent Reli from leaving and ensure high levels of motivation among all her team members? **(5 marks)**



Q.4. Prepare a Decision Matrix from the following information:

(5 marks)

A well-known event company needs to decide between three agencies that they should work with for an upcoming event. As part of the management team, use a decision matrix to decide on the best agency from the information provided with regards to each agency as provided below. You have four important criteria to evaluate each agency namely cost effectiveness, experience, communication, and customer reviews.

Rankings to be assigned between 1 to 3 among the three agencies. (1 being the lowest, 3 being the highest).

Agency A is really cost effective but they have the least experience. Their communication and customer reviews seem average.

Agency B isn't very cost effective, but at the same time they aren't the most expensive agency. They have an average amount of experience. Although they have the best customer reviews, their communication so far has been lacking.

Agency C is the most expensive, but at the same time they also have the most experience. Their communication so far has been the best and their customer reviews are poor.

Weight to be assigned based on the following information:

- Cost effectiveness is the most critical factor in your decision-making process. (Weight to be assigned is 4).
- Customer reviews are also important, since they give you a baseline sense of how effective each agency has been in the past. (Weight to be assigned is 3).
- The next important factor after customer reviews is Experience. (Weight to be assigned is 2).
- Communication is the least relevant factor in comparison to the above factors. (Weight to be assigned is 1).
