



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B.Sc. International Hospitality Management

Type: Semester End Assessment

Date: 25/04/2023

Batch & Term: 2021-2024 & 4

Total Marks: 25

Time Duration: 02 Hours

Course Name: Management Process 2 (Hospitality, Tourism, Leisure & Event)

Course Code: IHOH108

Instructor: Mr. Frazer Rodrigues

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, rulers 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 ballpoint pens unless informed differently by faculty. Avoid the usage of green or red ink pens on the answer sheet.
- Dictionaries will not be allowed into the examination hall unless informed differently by faculty.



Answer the following questions

- Q.1. Implementing CSR programs not only helps to improve the various aspects of society but also promotes a positive brand image and perception for companies. Briefly explain arguments for and against CSR. **(10 Marks)**
- Q.2. The primary purpose of strategic management process/model is to help the organization to achieve a sustainable strategic competition in the market. Elaborate. **(10 Marks)**
- Q.3. What is Organizational Development? Explain any two features of Organisational Development. **(05 Marks)**
