



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B. Sc. International Hospitality Management

Type: Semester End Assessment (SEA)

Date: 13/10/2022

Term: VII

Total Marks: 25

Time Duration: 02 Hours

Course Name: International Hospitality Management

Course Code: IHCH119

Instructor: Mr. Edgar Dsouza

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.



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Answer any 5

1. Identify the major international market entry modes adopted by hospitality enterprises giving an example under each category. (5 marks)
2. List any 5 elements that define an organization's culture. (5 marks)
3. Within international human resource management briefly describe the different processes that a company could choose to adopt for hiring managers. (5 marks)
4. Describe any 5 global trends in the hospitality industry. (5 marks)
5. List 5 activities that are being practiced as socially responsible activity in the international hospitality industry. (5 marks)
6. One of the most critical areas in multicultural settings is that of non-verbal behavior. Identify key behavioral features that have to be considered in international settings. Give examples using eye contact in any 3 global cultural settings. (5 marks)
