V. M. SALGAOCAR INSTITUTE
*of*
INTERNATIONAL HOSPITALITY EDUCATION

## B.Sc. International Hospitality Management

Type: Semester End Assessment (SEA)                    Date: 16/01/2023

Batch and Term: 2020-2023, Term 8      Total Marks: 25        Duration: 2 hours

Course Name: Strategic Management                      Course Code: IHCH117

Instructor: Ms. Alba De Sa

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 All Questions

Q.1 Strategy implementation requires a suitable organizational structure, strong support, good leadership and hard work from both- managers and employees. Explain. **(05 Marks)**

Q.2 Explain Porter's four generic business-level strategies. **(10 Marks)**

Q.3 An environmental analysis is a strategic technique used to identify all internal and external factors that could affect a company's success.

As such, explain the steps in the process of Environmental Analysis. **(10 Marks)**

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