



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B.Sc. International Hospitality Management

Type: Semester End Assessment (SEA)

Date: 09/10/2024

Batch and Semester: Batch 2022 -2025 and Term 7

Total Marks: 25

Time Duration: 2 Hours

Course Name: International Hospitality Management

Course Code: IHCH119

Instructor: Ms. Yoshika B. D'silva

This paper contains 1 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.



Q.1. Answer the following (Any 5)

(5*5 = 25 Marks)

1. Outline the strategic expansions, Cruise Line Companies can undertake to enhance revenue and improve their global standing in the cruise industry.
2. List down the strategic expansion initiatives that Airline companies could undertake to boost revenue and elevate their global status within the airline sector.
3. Name 10 internationally renowned airline companies and 10 leading cruise line companies that are emerging as top global players in their respective industries.
4. Describe in detail the marketing techniques/ approaches that hotels and resorts could undertake to enhance their market position and compete effectively.
5. As a brand consultant, explain the important key pointers for developing a brand name, logo, color, scheme, design, and theme. Additionally, state the significance of branding in the hospitality sector.
6. Explain one successful Eco-tourism project from around the World that you know of. Provide a point-form overview of the project, including details on its location, conservation efforts and sustainable practices.
