



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B.Sc. International Hospitality Management

Type: Semester End Assessment (SEA)

Date: 06/01/2025

Batch and Term: 2022-2025 and Term 8

Total Marks: 25 Marks

Time Duration: 2 Hours

Course Name: Strategic Management

Course Code: IHCH117

Instructor: Ms. Lysette D'souza

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.



Answer all Questions

- Q.1.** Describe the steps involved in the Strategic Management Process. How does each step contribute to the overall success of an organization's strategy? **(06 Marks)**
- Q.2.** Using Porter's Five Forces, analyze the competitive dynamics in the hospitality industry. Which forces have the most significant impact, and why? **(06 Marks)**
- Q.3.** What is Disruptive Innovation? Explain the concept using Airbnb as an example. **(06 Marks)**
- Q.4.** A boutique hotel is looking to create an experiential marketing campaign to attract young, tech-savvy customers. Using Smith's Experiential Marketing Model, design a campaign that incorporates elements like sensory marketing, emotional connection, and customer participation. Explain how this campaign would engage customers and strengthen the brand's positioning in the market. **(07 Marks)**