



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B.Sc. International Hospitality Management

Type: Semester End Assessment (SEA)

Date: 10/04/2025

Batch and Term: 2023-26 and 4

Total Marks: 25

Time Duration: 2 Hours

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

Course Code: IHOH108

Faculty: 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, 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 the following questions

Q.No.1) Explain the four categories of the BCG Matrix and how each plays a role in a company's strategic planning. Provide an example for each category. **(10 MARKS)**

Q.No.2) A well-known company is considering expanding its CSR initiatives to enhance its brand image and social impact. However, some stakeholders argue that CSR increases costs and diverts focus from profitability. As a business leader, how would you balance the benefits and challenges of CSR to ensure both social responsibility and financial sustainability? **(10 MARKS)**

Q.No.3) Organizational design is a field concerned with the creation of roles, processes, and formal reporting relationships in an organization. Explain any five Organizational designs. **(05 MARKS)**