



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B.Sc. International Hospitality Management

Type: Semester End Assessment (SEA)

Date: 01/10/2025

Batch and Semester: 2023 - 2026 and VII

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.



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Q.1. Define the Following

(1*5 = 5 Marks)

1. Globalization
2. Branding
3. Sustainable Tourism
4. Tour operator
5. Experiential Marketing

Q.2. Answer the following (Any 4)

(4*5 = 20 Marks)

1. List down the strategic expansion initiatives that Airline companies could undertake to boost revenue and elevate their global status within the airline sector.
2. Name 5 internationally renowned airline companies and 5 leading cruise line companies that are emerging as top global players in their respective industries.
3. Describe in detail the marketing techniques/ approaches that hotels and resorts could undertake to enhance their market position and compete effectively.
4. 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.
5. 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.
6. Analyze the positive and negative impacts of globalization on international hospitality.