



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

M.Sc. International Hospitality and Tourism Management

Type: Semester End Assessment (SEA)

Date: 07/01/2026

Batch and Semester: 2024 - 2026 and Semester III Total Marks: 40

Time Duration: 2 Hours

Course Name: Research in Cultural Studies

Course Code: IHT-605

Faculty: Dr. 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 calculator 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.** What is cultural curiosity? Why is cultural intelligence crucial for individuals working in multinational organizations? **(10 Marks)**
- Q.2.** What are the primary elements of culture that must be considered when analyzing the culture of a country? Explain with a country of your choice. **(10 Marks)**
- Q.3.** How do the concepts of management styles, control, emotional appeal, threats, cultural values, success and achievement differ between Arab and American culture in motivating individuals? **(10 Marks)**
- Q.4.** How do Hofstede's dimensions contribute to the understanding of national identity and its influence on organizational behavior? **(10 Marks)**