

Total No. of Questions : 5]

SEAT No. :

P4124

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[5565] - 4018

M.B.A. (Semester - IV)

403 THM : Strategic Hospitality Management
(2016 Pattern)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question has an internal option.
- 3) Each question carries 10 marks.
- 4) Your answers should be specific and to the point.
- 5) Support your answers with suitable live examples.

Q1) a) Discuss in detail origin & scope of strategic management. [10]

OR

b) Describe the strategic management process in detail. [10]

Q2) a) Why do we need to analyze the External Stakeholders? [10]

OR

b) Discuss “Managing the Operating Environment” in detail. [10]

Q3) a) Write a detailed note on Strategy Formulation at the Business-Unit Level. [10]

OR

b) Explain in detail Strategic Group Mapping. [10]

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Q4) a) Discuss in detail Organizational Control. **[10]**

OR

b) Explain Inter Organizational Relationships and the Tourism Cluster. **[10]**

Q5) a) Write a note on Innovation and Corporate Entrepreneurship. **[10]**

OR

b) Explain in detail International Market Selection. **[10]**

