

NATIONAL COUNCIL FOR HOTEL MANAGEMENT
AND CATERING TECHNOLOGY, NOIDA
ACADEMIC YEAR – 2017-2018

COURSE : 5th Semester of 3-year B.Sc. in H&HA
SUBJECT : Strategic Management
TIME ALLOWED : 02 Hours
MAX. MARKS: 50

(Marks allotted to each question are given in brackets)

Q.1. "Volvo will lead the way to the future of mobility, enriching lives around the world with the safest and most responsible ways of moving people. Through our commitment to quality, constant innovation and respect for the planet, we aim to exceed expectations and be rewarded with a smile. We will meet our challenging goals by engaging the talent and passion of people, who believe there is always a better way".

In the light of this well drafted mission statement of Volvo Company, discuss the salient features of a good mission statement.

(10)

Q.2. Discuss the benefits of SWOT Analysis for a hotel chain in today's hospitality environment.

OR

Explain the concept of external environment analysis (Pestle) with a few appropriate examples.

(10)

Q.3. With the help of a pictographic presentation, explain BCG Matrix of corporate portfolio analysis.

(5)

Q.4. With the help of a Grid, discuss the styles of leadership.

OR

Draw a model for strategic review and evaluation.

(5)

Q.5. State and give a brief on the various approaches to developing strategies.

OR

With the help of a neat diagram, discuss McKinsey's 7 S framework.

(5)

Q.6. How do policies play a vital role in day-to-day operations of hotel industry? (5)

Q.7. Differentiate between **(any two)**:

- (a) Market development and market penetration
- (b) Concentric and conglomerate diversification
- (c) Objectives and goals

(2x 2 ½ =5)

Q.8. Write short notes with appropriate examples **(any five)**:

- (a) Divestiture
- (b) Liquidation
- (c) Joint venture
- (d) Product development
- (e) Forward integration
- (f) Horizontal integration
- (g) Backward integration

(5x1=5)
