

**Post Graduate Diploma  
in  
Teaching and Research in Management**

**Assignments  
for  
January, 2014 Session**

**Last date for submission: 31<sup>st</sup> March, 2014**

Course Title: Management Consultancy and Entrepreneurial Development  
Course Code: PGDTRM-05



**School of Management Studies  
&  
IGNOU Regional Centre, Cochin**

**IGNOU  
Maidan Garhi  
New Delhi-110 068**

## **INSTRUCTIONS REGARDING SUBMISSION OF ASSIGNMENTS**

As part of the PGDTRM Programme, a student has to complete one Tutor Marked Assignment (TMA) each, in all the eight courses.

Assignments carry 30% weightage in the continuous evaluation process of a course. The term-end examinations carry 70% weightage.

Students are required to complete the assignments to make themselves eligible to appear for the term-end examinations. Students are, therefore, advised to take assignments seriously and submit them within the stipulated time.

The assignments will be evaluated by the counselors at the study centre and the respective weightage obtained will be added to the weightage obtained in the term-end examination.

## **INSTRUCTIONS FOR TUTOR MARKED ASSIGNMENTS**

- 1) Students who take admission in the July session of the PGDTRM should attempt the assignments of July session. In case a student fails to submit his/her assignments before the due date for submission of assignments of July session, he/she will be required to attempt the set of fresh assignments issued in the subsequent July session. (For e.g. if a student of July 2009 session fails to submit his/her assignments before 31<sup>st</sup> October 2009, he/she will have to attempt the fresh assignments of the next July session).
- 2) Your assignment should be complete in all respects. Kindly make sure that you have answered all the questions. Incomplete assignments will result in poor grades.
- 3) You are advised not to copy from the study material, web sources or from the assignment sheets of other students. If copying from any source is noticed, the assignments of such students will be summarily rejected. As far as possible, students may write the answers and explanations in their own words.
- 4) ***Kindly note the following points regarding the format of the assignment.*** Students are required to strictly follow the instructions given below regarding the format.
  - **Assignments should be hand written; typed assignments will be rejected.** Assignments may be written only on ordinary A4 size paper which is neither too thick nor too thin.
  - Leave 2 cm margin on the left and 1 cm on all other sides and at least 4 lines after each answer in an assignment. This will enable your counselor to write useful comments in appropriate places. Write question number for each answer.
  - The enrolment number, name, full address and date of dispatch/submission of the assignment should be written at the top right-hand corner of the first page of your answer sheet.

- The programme title, course title, assignment code, study centre (code) and place of the study centre should be written on the left-hand corner of the first page of your answer sheet.
- The format of the top portion of the first page of your answer sheet for each assignment should be as follows:

Programme Title .....	Enrolment No. ....
Course Code & Title.....	Name:.....
Assignment Code .....	Address:.....
Study Centre: .....	
Study Centre (Code): .....	Date:.....

The assignments should be submitted only to the respective coordinator/ programme in-charge of PGDTRM. The coordinator of your study centre will return to you the evaluated assignments along with a copy of assessment sheet containing the comments of the evaluator on your performance. This will enable you to improve in your future assignments as well as in the term-end examinations.

# PGDTRM-05 MANAGEMENT CONSULTANCY AND ENTREPRENEURIAL DEVELOPMENT

## ASSIGNMENT

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Course Code	:	PGDTRM-05
Course Title	:	Management Consultancy and Entrepreneurial Development
Assignment Code	:	PGDTRM-05/TMA/ 2014
Coverage	:	All Blocks

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**Note: Answer all Questions.**

- Appraise the recent trends and challenges in management consultancy and the means by which consulting firms have responded to them.
  - Explain the key functional and personal skills required by management consultants for performing effective consultancy? Mention how Management teachers can develop consultancy skills?
- Briefly describe the series of activities that you will undertake for the successful completion of a consultancy assignment. Select the case of a consulting assignment in any branch of business that you are accustomed with and describe the nature and sequential processes involved in the consultancy assignment. What are the major challenges you anticipate?
- Describe the nature and characteristics of client- consultant relationship. List out the factors that determine successful client-consultant relationship. Enumerate the diagnostic and personal skills required for a consultant to ensure a successful client-consultant relationship.
- Define entrepreneurial motivation. What are the factors that determine entrepreneurial motivation? Point out the economic, social and cultural factors that dampen entrepreneurship in India Explain the role of Management schools in initiating and sustaining entrepreneurship.

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