

**POST GRADUATE DIPLOMA IN TEACHING
AND RESEARCH IN MANAGEMENT**

Term-End Examination

December, 2013

**PGDTRM-05 : MANAGEMENT CONSULTANCY
AND ENTREPRENEURIAL DEVELOPMENT**

Time : 3 hours

Maximum Marks : 100

- Note :** (i) *Answer any three questions from Section - A.*
(ii) *Answer both questions in Section - B.*
(iii) *All questions carry equal marks.*

SECTION-A

1. What is Management Consulting? Discuss the sequential steps in the consulting process. 20
2. Briefly explain the different types of consulting organizations. Discuss the major criticisms against management consulting firms. 20
3. Change transforms Organisations. Elucidate. How would you go about managing change ? 20
4. What is Entrepreneurship? Examine the role of Entrepreneurship in the economic development of a country. 20
5. Briefly discuss the Institutional framework in India for financing industrial enterprises. 20
6. Discuss the role of a management consultant in reporting and implementation in an assignment. 20

SECTION-B

7. Packing industry has grown tremendously in India. The market for paper cartons has also increased. Vivek while attending an Entrepreneurship Development Programme came across a management consultant who described the growth potential in this field. Vivek became interested and decided to set up a paper-carton manufacturing unit. He has adequate margin money to be brought into the project. He also understands the production process. 20

As a management consultant how would you guide Vivek in setting up the venture? Describe the steps and explain your reasons.

8. Sigma Enterprises grew from a very humble beginning manufacturing table top stabilizers to today's 100 crore business. The promoter Prabakar with his ITI Diploma in Engineering had correctly realised the growth prospects ten years ago. Today with market all over India, Prabakar is clear that he needs to update. All his present employees are his friends or their sons. So far he could easily manage them since the atmosphere is very informal. 20

But now he realises that newer production lines have to be installed and more qualified engineers and marketing personnel need to be brought in to take care of the growing production and marketing demands.

As a management consultant analyse the situation and evolve an action plan for handling this imminent change.