

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

Term-End Examination

December, 2015

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

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) *Attempt any three questions from Section - A.
Each carry 20 marks.*
- (ii) *Section B is compulsory and carry 40 marks.*
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SECTION - A

1. Describe some of the techniques employed by Management Consultants for successful implementation of their recommendations.
2. Describe the various functional skills required in a Management Consultant.
3. What is change ? Enumerate the steps involved in change management.
4. 'Entrepreneurs are not born. They can be created'. Elucidate.
5. What are the criteria considered by a financial institutions while evaluating the feasibility of financing a project ?

6. Discuss the popular diagnostic techniques employed by Management Consultants.

SECTION - B

7. Sathish returned to India in 2010 after a long career of 20 years in the Middle East. He is a civil engineer by profession. Before returning from the Middle East he was a Senior Engineer in a construction firm and had ably handled a series of project sites. He was comfortable in managing a work-force which came from many different countries. His work there was satisfying.

Unfortunately, the global economic down-turn of 2007 had placed his company in a difficult situation. With pressures on marketing increasing, Sathish decided to return to his home-land. But he is not ready to retire yet.

During his employment abroad he had been able to save a sizeable fortune which he is ready to invest in a profitable venture. He does not want to take too much risk. According to his own statement, he understands the language of bricks and mortar better than anything else.

- (1) How would you guide Sathish in search for a new investment option ?
- (2) Discuss how you would help him change from the role of a manager to that of an Entrepreneur.

8. Sharma came from a middle class family. His father has retired as an executive from a marketing firm. His mother is a teacher in a Government High School.

He had completed his schooling and college education in Chennai. A bright student, Sharma had completed his B.Tech. in Mechanical Engineering from the college of Engineering at Chennai.

Though he wished to specialise in Automobile Engineering, the college did not offer that specialisation.

Soon after his studies, he joined a fabrication firm as a junior engineer. The job was good and the pay was satisfactory. He managed his clients without receiving any major complaints. After about three years in the company, Sharma is becoming restless. He wants to move on. His desire is to set up his own enterprise. Sharma's father has offered to help him with ₹ 5.00 lakhs. But they are not sure about how to initiate the project.

- (1) What are the challenges that Sharma could face in his quest to set up the enterprise ?
- (2) List your suggestions to help Sharma in project identification and assessing market potential.