

**MASTER OF BUSINESS ADMINISTRATION  
(SUPPLY CHAIN MANAGEMENT)  
(MBASCMFL)**

**Term-End Examination**

**June, 2013**

**MCQ-030 : SOLUTION SELLING AND  
CONSULTING**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer any five questions. All questions carry equal marks.*

1. What qualities must a consultant have to add value in a supply chain operation ? 20
2. (a) Compare and contract EOI with RFI. 10  
(b) Explain sales cycle for a services business with examples. 10
3. Prepare a Request for Quotation for a retail firm that is buying racks for its warehouse. 20
4. How does a supply chain manager explain the pain areas to an external consultant ? 20
5. What are the differences between an expert advice and a consultant's solution ? 20

6. How can supply chain managers play a role in reducing the sales cycle time ? 20
7. Where do consultants get their skills and expertise from ? 20
8. (a) Write a short note on value proposition analysis. 10
- (b) How does knowledge management help in consulting ? 10
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