

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

Term-End Examination

June, 2013

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

Time : 3 hours

Maximum Marks : 100

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

1. Discuss the need for and significance of professionalism in Management Consulting. 20
Explain the five-stage process of consulting.
2. Describe the sources of data for the consultant. 20
Discuss the methods for collecting data in consulting teat.
3. What is change ? Enumerate the steps in change management. 20
4. Discuss the various theories of Entrepreneurship. 20

5. Describe the different types of Debt-financing available to Entrepreneurs. **20**

6. Discuss the qualities of a good consultant. **20**
Describe the different constituents of diagnostic skills needed for a consultant.

SECTION - B

7. Tasty Treats, a food services company in Bangalore, has so far been taking up catering projects for various events in the state. Business is seasonal. When marriages or social events are organised, Tasty Treats is one of the major company called in for catering. The regular work force is just above 100 by now an equal number get casual employment on daily wages depending on assignments.
- The recent trend of corporates out sourcing services to run their in house, canteens and restaurants is an evolving area and Tasty Treats plans to enter the field. Catering in Hospitals also is catching up as a long-term proposition.
- Assist Tasty Treats in chalking out an action plan to take up contracts with major institutions and hospitals for providing the required food services to them. What changes in management systems and processes would you recommend for Tasty Treats.
8. Introduce a successful Entrepreneur from your region whom you know. Briefly present his case, his organisation and activities. Discuss the different reasons why he became successful. Highlight the problems he faces and list the steps you would suggest to him for overcoming these challenges.