

00321

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

Term-End Examination

June, 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 carries 20 marks.*
- (ii) *Section B is compulsory and carries 40 marks.*
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SECTION - A

1. 'Management Consultants can support organisational efforts towards performance improvement'. Do you agree ? Justify.
2. Who is an Entrepreneur ? Discuss.
3. Debt - financing is one of the available alternatives for raising money for business. Substantiate. What are the types of debt - financing available to an entrepreneur ?
4. How can the professionalism of Management Consultants be analysed ? Discuss.

5. Discuss the impact of information technology in the practice of Management Consultancy.
6. Why is data important to a Management Consultant ? Discuss the various sources and methods for data-collection.

SECTION - B

Read the following case and answer the questions given at the end.

7. Myriad Corporation is a trading firm. They had started in a small way marketing a few leading FMCG products. This included foods, cosmetics and toiletries. The corporation has its headquarters in Hyderabad, with the Managing Director directly overseeing the Regional Operations.

As the operations expanded, three regional offices were opened in Chennai, Bangalore and Cochin. Each region is headed by a supervisor. Since the growth was gradual, the operations had so far been centrally monitored. The autocratic style of leadership of the Managing Director left very little powers delegated to the regional heads. All decisions regarding movements of products, entry into new territories and promotional schemes required the prior approval of the MD.

The Corporation has realised that the market is growing for all the existing products. It also needs the immediate addition of new product lines. Entry into the rural markets has made it inevitable for more autonomy to be given to the regional heads.

It is time for serious relook at the organisational structure and the operations in general.

- (1) As a Management Consultant, what changes in style and approach would you recommend ? What challenges do you foresee.
 - (2) How would you go about managing the change that you recommend for the company ?
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