

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

Term-End Examination

December, 2011

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

Time : 3 hours

Maximum Marks : 100

Note : Answer any three questions from Section - A. All questions carry 20 marks each.

Answer both questions in Section - B of 20 marks each.

SECTION - A

1. Describe the consulting skills required by the management consultants during different phases of the assignment. 20
2. Discuss in detail the stages involved in change management. 20
3. Define 'Entrepreneurship'. Distinguish between an Entrepreneur and a Manager giving examples. 20
4. Discuss the relevance of Debt - financing in the context of entrepreneurship development. Enumerate the types of debt-financing popular in India. 20

5. What are the major criticisms against management consulting firms ? Discuss. 20
6. How is data management relevant for a consultant ? What are the various sources of data and the means of collecting them ? 20

SECTION - B

Section B is *compulsory* and carries 40 marks.

The two cases situations in this section carry equal marks.

7. The slowdown of the global economy a few years ago had affected the export market of many industries adversely. Pan Universe Logistics, Chennai, also had a lean period, since its major operations to Europe and US had to be scaled down. Volumes shipped had drastically fallen to 50 percent. Almost one fourth of the employees had been given the pink slip. Any further downsizing could affect the morale of the remaining staff still located in the six regional offices of the company. 20

The slow but steady recovery of the economy is now bringing in new opportunities inside the country. Increase in production inside the country calls for increased in land logistic support.

A change in organisational structure, business processes and promotion would be required at Pan Universe in the new scenario. Explore the opportunities, possible changes and suggest measures to implement your suggestions.

8. Sagar has completed his B Tech in automobile engineering. Always keen to know new developments in the industry, he has taken pains to understand most of the new generation cars, their design, working and problems. 20

A regular job is not what he wants. He is considering setting up a small scale venture of his own. Advice sagar on a potential venture and enumerate the steps he has to take to set the project up, sources of finance and steps to develop business.
