

00002

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

Term-End Examination

December, 2014

**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. Section B is compulsory and carries 40 marks

SECTION - A

1. Discuss the emergence of professionalism in management consultancy. 20
2. Discuss the role of costing and pricing in marketing consultancy services. 20
3. How will you differentiate consultancy and normal managerial processes ? Describe the services offered by any one of the well known consultancy firms. 20
4. Explain the role of entrepreneurship in development of a nation. How can entrepreneurship be promoted ? Give examples. 20
5. Describe the facilitating role of consultants in change management. 20

6. Discuss the role of information technology as a facilitator in consultancy services. 20

SECTION - B

7. Case 1

Greece is one country where Mc Donald's does not dominate the fast food market. The Greek fast food restaurant Goody's enjoys overwhelming support from the Greek consumer and especially the kids who eat in these places. Goody's not only dominates the fast food market in Greece but this hamburger chain, originally from Northern Greece, also introduced franchising to the country in the late 1970s. The current Deputy Minister for Economy and Finance in Greece is one of the pioneer entrepreneurs who developed the Goody's 'concept' and launched the Thessaloniki restaurant as a franchise throughout Greece in 1975. In contrast, Mc Donald's opened its first restaurant in Greece in 1991. Today there are 48 Mc Donald's restaurants employing 1500 individuals throughout Greece. In contrast, there are over 185 Goody's restaurants in Greece, Cyprus and Bulgaria. Goody's restaurants dominate the fast food market in Greece, leaving multinational titans such as Mc Donald's and KFC restaurants way behind. 20

- (a) Why do you think Goody's dominates the fast food market in Greece ?
- (b) What do you recommend Mc Donald's do to build market share and consumer support in Greece ?

8. Case 2

20

Deepak who has passed his B.Com. Degree wants to start a business by manufacturing and selling soft drinks and mineral water. Consider the soft drinks and water markets and outline a course of action for him.
