

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

**Term-End Examination**

**June, 2012**

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

*Time : 3 hours*

*Maximum Marks : 100*

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- Note :* (i) *There are two sections A and B.*  
(ii) *Attempt any three questions from Section - A each carrying 20 marks.*  
(iii) *Section - B is compulsory and carries 40 marks.*
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**SECTION - A**

**3x20=60**

1. Describe the nature and types of services offered by management consultants. What are the challenges a consultant would face in comparison with other professions ?
2. How will you market a consulting firm of your own ? Consider various pricing methods and select one to follow in your organisation.
3. Explain various data collection techniques used by management consultants. What are the skills required by the consultants ? Discuss.

4. Discuss the role of entrepreneurship in economic development . What are the major factors involved in entrepreneurship development ?
  
5. Write notes on *any three* of the following :
  - (a) Entrepreneurship Vs Management
  - (b) Creative thinking
  - (c) E-business consulting
  - (d) Effective client - Consultant engagement
  - (e) Skills and competenuis of consultants at the implementation stage.

## SECTION - B

6. Read the following case and answer the questions given at the end : **1x40=40**

Light bulbs have a very short rated life of 1,000 hours. Longevity introduced its premium-priced 10-year light bulbs to the market in Japan a couple of years ago. Although the product has taken off rather slowly, the company is hopeful of higher sales in the future when its newly appointed distributor, backed up by a substantial national advertising campaign, gets under way later this year.

The 10 year light bulbs offer a number of important benefits - they are designed to last in excess of 16,000 hours and are ideal for locations where the bulb is hazardous to reach for replacement or for bulbs in and around the home where a blown bulb could make the going dangerous.

Unlike low energy fluorescent bulbs, these bulbs can be dimmed to create more atmospheric lighting effects. As they are exactly the same shape as conventional bulbs they fit all lampshades and fittings. Each bulb is guaranteed to last a full 10 years and bulbs are available in screw or bayonet fitting and are supplied in a choice of 60W or 100W, opaque or clear glass.

Longevity is keen to introduce the product on to international markets. Since growth in home sales has been slow it feels that it could increase its output substantially if it could find international markets. This would lead to economies of scale in production and the benefits of lower prices could then be passed on to customers which in turn would stimulate sales growth.

Key questions relate to choice of markets pricing, advertising strategy and distribution methods.

*Questions :*

- (a) How should the firm set about determining various strategies ?
  - (b) Develop a strategic plan for the organisation advertising the above mentioned Key questions.
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