

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

Term-End Examination

June, 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
question in Section - B of 20 marks.*

SECTION - A

1. Enumerate the factors considered by clients while evaluating and selecting consultants. Why are clients reluctant at times to avail the services of consultants ? **20**

2. What are the popular methods of fixing fees by the Management consultants ? Discuss the relevance of proper costing of consultancy services. **20**

3. Discuss the concept of 'Entrepreneurship'. Enumerate the qualities required for a good Entrepreneur. **20**

4. Explore the various issues and prospects of Entrepreneurship Development in India. 20
5. Examine some of the principles of change Management. Discuss how do they affect the effective implementation of change ? 20
6. In what ways can Management consultants support organisational efforts towards performance improvement ? 20

SECTION - B

Section - B is compulsory and carries **40** marks.
The two case situations in this section carry equal marks.

7. Homemate Enterprises, Bangalore, is in the Business of manufacturing electric home appliances. The food processors produced by the company has been introduced in the South Indian Market 5 years ago, and has achieved 20% market share. Capacity utilisation has been steady at 60% for the past three years. Competition is increasing and the market leaders have introduced attractive promotional schemes. Homemate Enterprises cannot afford any cost escalation at the present level of operation. As a management Consultant, explore the options the company has. Justify your arguments and suggest steps the company can take. 20
8. Health care is gradually evolving into a commercial activity. The spurt in number of speciality healthcare institutions has caused competition to rise and many such institutions are resorting to customer relations strategies. Moving away from the urban locality to provide service to rural areas would be one option a healthcare institution may consider. Analyse the possibilities available, and suggest changes needed for such shift in service delivery and the issues and challenges there to. 20