



INDIAN MARITIME UNIVERSITY
SCHOOL OF MARITIME MANAGEMENT

June 2013 Examinations
FOURTH SEMESTER

BUSINESS CONSULTANCY

Subject Code: T 1404
Date: 13.06.2013
Time: 3 Hrs

QP Code: T0811404/ T0821404
Max. Marks: 75

Part – A

(10 x 1 = 10)

Note:- Answer ALL questions

1. The technique that helps to channel the problem solving effort in useful direction
 - a) Decomposition techniques
 - b) Search techniques
 - c) Unblocking techniques
 - d) None of the above
2. _____ is important in creative problem solving.
 - a) Problem Identification
 - b) Problem Redefinition
 - c) Problem Definition
 - d) All the above
3. Questioning skills are the skills that allow learners to ask _____ questions.
 - a) Quality
 - b) Quantity
 - c) Material
 - d) All the above
4. _____ is communicating to others the purpose and outcomes of research.
 - a) Dissemination
 - b) Dissertation
 - c) Report
 - d) Writing methods
5. All organizations devise and implement _____ to succeed and achieve their goals.
 - a) Strategy
 - b) Sales
 - c) Planning
 - d) Forecasting
6. Sale or purchase of products through internet is called as _____.
 - a) Imaginary trade
 - b) E-Commerce
 - c) Export
 - d) Import
7. _____ analysis describes the activities that take place in a business and relates them to an analysis of the competitive strength of the business.
 - a) Supply chain
 - b) Value Chain
 - c) Product line
 - d) All the above

8. The group technique in which the identity of participants are hidden
 a) Delphi technique b) Group discussion
 c) Demolition technique d) None of the above
9. _____ skills include all of the practical knowledge that a person needs to perform a job.
 a) Financial b) Functional c) Marketing d) Production
10. _____ mapping is a way of assessing the strengths and weaknesses of a worker or organization.
 a) Competition b) Group c) Competency d) Simulation

Part – B

(5 x 5 = 25 marks)

Note:- Answer any FIVE questions

11. Bring out the problems of consultants.
12. What are the techniques of creative problem solving?
13. What are the methods of data gathering skills?
14. What are the objectives of strategic financial management?
15. What are the advantages of e-commerce?
16. State the steps involved in value chain analysis.
17. What are the characteristics of individual in competency?

Part – C

(4 x 10 = 40 marks)

Note:- Answer ALL questions

Question No. 18 is Compulsory. Question No.19 to 23, choose any three questions

18. Explain the various challenges and obstacles in consulting.
19. Discuss the different steps involved in develop a business plan.
20. Enumerate the various questioning techniques.
21. Explain the different strategies of e-commerce.
22. Discuss the primary and support activities of value chain analysis.
23. Explain the various methods used in combination for competency mapping.
