

INDIAN MARITIME UNIVERSITY
(A CENTRAL UNIVERSITY, GOVERNMENT OF INDIA)
**M.B.A. (PORT AND SHIPPING MANAGEMENT/ INTERNATIONAL
TRANSPORTATION AND LOGISTICS MANAGEMENT)**
DEC '14/ JAN'15 END SEMESTER EXAMINATIONS
IV SEMESTER
BUSINESS CONSULTANCY (CODE: T 1404)

Duration : 3 Hrs
Date:30-12-2014

Max Marks : 75
Pass Mark : 38

Section A (10 x 1=10 MARKS)

ANSWER ALL QUESTIONS SELECT THE CORRECT ANSWER

1. Laissez -faire leader
 - a) Indicate an autocratic leader
 - b) Leader who gives maximum guidance
 - c) Leader who gives least possible guidance
 - d) Is a Theory X manager.
2. Role of knowledge management is
 - (a) To identify explicit knowledge
 - (b) To identify where knowledge is available
 - (c) Making tacit knowledge explicit.
 - (d) To identify tacit knowledge
3. Diseconomies of scale indicate
 - (a) Increase in unit costs when level of production increases
 - (b) Decrease in unit costs when level of production increases
 - (c) Demand and supply does not match
 - (d) Demand equals supply.
4. Ergonomics is the study of
 - (a) Economics for the future period
 - (b) Work, workers, work environment regarding safety efficiency and convenience
 - (c) Improving products features
 - (d) Customer satisfaction
5. competency mapping
 - (a) Is used for improving product features
 - (b) Is used in quality control procedures
 - (c) Identifies individuals strengths and weakness
 - (d) Used To evaluate competitor performance
6. A business plan
 - (a) Indicate when the business should start
 - (b) Is a schedule of factors brought together to create a desired future.
 - (c) Is a creative exercise.
 - (d) Is prepared before market research is undertaken

7. Delphi approach is
 - (a) A brain storming approach
 - (b) Is a structured approach
 - (c) Is an unstructured approach
 - (d) Used only in quality management

8. job evaluation is used
 - a) To compare worker's performance
 - b) To improve product features
 - c) Only in manufacturing industries
 - d) To identify relative worth of jobs

9. lean manufacturing results in
 - (a) Reduction of waste
 - (b) Reduction of workforce
 - (c) Reduction of product features
 - (d) Increase in volume of production

10. Business process reengineering
 - (a) Focuses on processes and not on functions
 - (b) Considers new processes instead of old processes
 - (c) Is concerned about engineering modifications
 - (d) Is method of new product introduction

Section B (5 X5 =25 MARKS) ANSWER ANY 5 QUESTIONS

11. What is role of decision tree analysis? How it helps in decision making? Explain with an example
12. Analyse 3 important financial ratios which help in calculating Return on Equity?
13. What does knowledge management focus on?
14. What is the role of competency mapping?
15. Explain the methods adopted in generating business ideas?
16. What precautions are needed in preparing a questionnaire in data collection?
17. How a consultant identifies between actual work content and basic work content?

Section C (4 X10=40 MARKS)

ANSWER QUESTION NO 18 AND ANY 3 OF THE REMAINING 5 QUESTIONS.

18. Analyse the following case

You are a co-founder of a startup firm making electronic sensors. After a year of sales your business is not growing rapidly, but you have some steady customers keeping the business afloat. A major supplier has informed you it can no longer supply your firm because it is moving to serve large customers only, and your volume does not qualify for

that. Though you have no current orders to support an increased commitment to this supplier you do have a new version of your sensor coming out that you hope will increase the purchase volume by over 75% and qualify you for continued supply. This supplier is important to your plans, what do you do ?

19. What are the functions of a consultant .identify the consultant's role and responsibilities
20. What factors influence the functioning of a consulting firm?
21. What are the ingredients of a business plan?
22. As a consultant what factors you will analyse in order to improve the marketing practices of a firm?
23. Compare the role of an external consultant with that of an internal consultant.
