

INDIAN MARITIME UNIVERSITY
(A Central University, Govt.of India)

May/June 2015 End Semester Examinations

**SEMESTER – IV, M.B.A (INTERNATIONAL TRANSPORTATION AND LOGISTICS /
PORT AND SHIPPING MANAGEMENT)**

BUSINESS CONSULTANCY (T 1404)

Date:12.06.2015
Time:-3 Hrs

Max.Marks:60
Pass Marks:30

SECTION – A

(12x1=12 Marks)

Answer ALL the questions. All question carry equal Marks

1. Project analysis means
 - a) Market opportunity analysis
 - b) External environmental analysis
 - c) Improve project efficiency
 - d) Identifying business needs and determining solutions to business problems

2. is not possible one in advertising
 - a) Yellow pages
 - b) Conference publications
 - c) Local association newsletter
 - d) Trade publication without monetary payment

3. BPR means
 - a) Helps the organization fundamentally rethink
 - b) Rigidly follow the existing process
 - c) Downsizing the company
 - d) Following lifecycle

4. Conscious competence aware of
 - a) Talents, Skills, and Abilities
 - b) Weakness and shortcoming
 - c) Plaguing weakness
 - d) Unaware of strengths

5. Another name of Business simulation games
 - a) Video genre
 - b) Tycoon game
 - c) Roller Coster
 - d) Sports management video games

6. What do you mean by Moonlighting plan
 - a) Part-time job, while building up the business
 - b) Turning previous employer as a first client
 - c) Keeping full time job and develop business as a sideline
 - d) Using funds received from previous company when laid off

7. Which of the following is not a limitation of SWOT analysis
- a) Organization strengths may not lead to competitive advantage
 - b) SWOT gives an one short view of moving target
 - c) SWOT's focus on the external environment is too broad and interactive
 - d) SWOT overemphasizes a single dimension of strategies
8. critical variables included in the mission statement?
- a) Customer
 - b) Values
 - c) Profit
 - d) All the above
9. Delphi methods
- a) Is an group think
 - b) Use historical data
 - c) Structural communication technique
 - d) Nominal group technique
10. A need assessment is
- a) Gather all the pertinent facts relating the situation and also related to problems.
 - b) Analyses and synthesized to produce an accurate picture of the client situation
 - c) Recommendations made to the client
 - d) Documents of major events, problems and solutions
11. Building long-term relationships with customers is essential for any business. The application of technology to achieve CRM is a key element of e-business but what does CRM stand for?
- a) Customer retailing management
 - b) Customer resource management
 - c) Consumer relationship management
 - d) Customer relationship management
12. There are different techniques to both initiate and build relationships with customers by using a combination of online and offline techniques. What is the 'customer life cycle' though?
- a) Techniques to encourage customers to increase their involvement with an organization
 - b) The stages each customer will go through in a long-term relationship with a supplier
 - c) An approach to building and sustaining long-term business with a customer
 - d) The answers above are all correct

SECTION – B

(5x4=20 Marks)

Answer ANY five of the following questions. Each answer should not exceed 200 words.

13. What do you mean by knowledge management process. Discuss.
14. Write short notes on
- I. Business process reengineering
 - II. Business strategy

15. Explain briefly shamrock organization model.
16. Discuss the different patterns of E-Business briefly with example.
- ✓ 17. Discuss the categories of successful consultant
18. What do you mean by USP? How it can be identified?
- ✓ 19. Write short notes on the term business model with suitable example

SECTION – C

(4x7=28 Marks)

*Question No. 20 is compulsory. Answer ANY THREE of the remaining questions
Each answer should not exceed 500 words.*

- ✓ 20. Thirty year ago companies saw the future as somewhat predictable and manageable with gradual incremental change. Change now is being driven from a variety of perspectives and is happening exponentially. Discuss the cause for these changes.
- ✓ 21. Value creating activities are core to any business. Explain the value chain analysis applying it on any one of your chosen business
- ✓ 22. Discuss the various legal organizational structures available for consulting firm. And also explain the benefits and limitations of each structure.
23. How will you calculate the billing rate of a consultancy firm?
- ✓ 24. Marketing the business consist of 4Ps. Explain how the 4Ps customized for a consulting firm
25. What is competency? How VIRO Framework does helps to evaluate firm's competencies?
