

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 questions 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?
