

<b>Trim: Sep – Nov 24</b>		
<b>Maximum Marks: 50      Examination: ETE Exam      Date: 15-01-2025      Duration: 3 Hrs</b>		
<b>Programme code: 01</b> <b>Programme: MBA-SY Minor Management Consulting</b>	<b>Class: SY</b>	<b>Semester/Trimester: V</b>
<b>College: K. J. Somaiya Institute of Management</b>	<b>Name of the department/Section/Center:</b>	
<b>Course Code: 217P01M551</b>	<b>Name of the Course: Management Consulting</b>	
<b>Instructions:</b> <ul style="list-style-type: none"> <li>• Question paper comprises of three Parts A, B and C. All Questions are compulsory.</li> <li>• Part A contains <b>5 short answer</b> questions, 3 marks each. Suggested time to complete: <b>45</b> minutes.</li> <li>• Part B contains <b>3 long answer</b> questions, 5 marks each. Suggested time to complete: <b>45</b> minutes.</li> <li>• Part C contains <b>1 case-let or numerical</b>, 20 marks. Suggested time to complete: <b>90</b> minutes.</li> </ul>		

**PART-A**

*(Short answer questions on basic concepts and application of concept)*

Q#	Questions	Marks
1	Explain the 80:20 principle in the context of data gathering and analysis. How does it help in optimizing resources and focusing on critical data?	3
2	What are the key differences between primary and secondary data collection methods? Discuss the advantages and limitations of each approach?	3
3	Explain the Hypothesis Approach in consulting. Why is it preferred over traditional problem-solving methods?	3
4	What is SCQA Analysis? How useful is it for a management consultant?	3
5	Distinguish the use of Waterfall Chart, Stacked Column and Pie Chart with a suitable example	3

**PART-B**

*(Essay type questions on conceptual understanding, analytical ability, situational analysis, and application of principles)*

Q#	Questions	Marks
6	Briefly explain the project life cycle of management consulting projects.	5
7	Using the hierarchy of consulting purposes, define potential inputs at each stage of the hierarchy for a consultant tasked with material cost reduction in a manufacturing firm	5
8	Explain the 4 perspectives of Balanced Scorecard in context of Ultra-Tech Cement with the following stated strategy for next five years: Maintain market share while improving the ROCE from 18% to 25%	5

**PART-C**

*(Case Analysis/ Case-let/ Application of Concept)*

Q#	Case-let/ Numerical	Marks
9	Case – Kerning Home Furnishing Pvt. Ltd. - Turnaround	
	a. Define the Hypothesis framework OR Issue Tree b. Prepare the Strategy Map / Balanced Scorecard c. Set of 5 key recommendations with suitable reasoning	20