

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: MMS/PGDM/RM/COMM (Batch 2016-2018)

**Subject: Business & HR Consulting
(End Trimester examination)**

Maximum Marks: 50

Duration: 3 hours

Date: 10/4/2018

Note: Question 1 is compulsory and carries 20 marks.

Answer any two questions from 2 - 5 (15 marks).

1. You have been working with a Consultancy firm for about five years as a Senior Consultant on a salary of around Rs. 2.5 million per annum. You have now decided to set up your own consulting practice.
 - a. What would be the four elements in your consultancy product?
 - b. What will be the options for branding?
 - c. Who will you market your product to?
 - d. How much should you charge and what should be the basis?
2. “Increasingly the best management consultants define their objective as not just recommending solutions, but also helping institutionalize more effective management processes”. Explain the eight fundamental objectives of management consulting described in the article ‘Consulting is more than giving advice ‘by Arthur N. Turner.
3. In the article “Consulting on the cusp of disruptions”, Christensen et al, talks about factors which insulated consulting from disruptions. Explain the factors. What would be the implications of disruptions for the consulting industry?
4. In Tom Rodenhauser’s article ‘How to choose and work with consultants’ the writer recommends asking four questions before considering hiring a consultant. What are the questions and why it is necessary to ask them?
5. Kindly refer to the case ‘Deloitte and KPMG: the war for talent’. What should KPMG do after the poaching attempt by Deloitte?

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