

Roll No.

Total No. of Pages : 03

Total No. of Questions : 17

MBA (Sem.-4)
IT CONSULTING
Subject Code : MBA-945-18
M.Code : 78027
Date of Examination : 14-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

Write briefly :

1. Describe oldest Consultancy model.
2. Implementation of policy.
3. Periodic review
4. Avoiding behavior
5. Technology life cycle
6. Important appendices
7. Problems identification
8. Scope of IT in consultancy.

SECTION-B

UNIT-I

9. What are the principles for consultancy and what are the major decisions under each of them?
10. Discuss the role and competencies of the consultants. What are the models under consultancy?

UNIT-II

11. Explain the life cycle of consultancy assignment. What are the critical decisions under life cycle?
12. Highlight the code of good conduct of LCA. What are the stages in product LCA?

UNIT-III

13. Describe the request for proposal. What is the scope of work and proposal requirements?
14. What is Service level agreement? Discuss the importance and components of SLA.

UNIT-IV

15. What are the principles of ethical consultancy? Discuss the various approaches for ethics.
16. Critical comments on the international business ethics. What are the responsibilities and accountabilities under consultancy?

SECTION-C

17. Case Study :

Hospital Well-Health is located in a Northeastern city in the U.S. It has an excellent reputation. It rarely advertises, even locally. Its outcomes are thought to be superior to others in the area, but it is privately owned and highly selective in the statistics it releases.

The hospital is very particular about which insurance plans it will accept, having been burned by payment-related lawsuits once or twice in the past. A result of this policy is that many of its patients pay cash. At the same time, given the hospital's reputation, most

of their departments, procedures and docs have long backlogs of patients waiting to be served.

Across the river is the healthcare group Marks Health. They try to appeal to the people, treating their patients as customers, a label the healthcare sector has been reluctant to use. They are known for vigorously using the retail-pharmacy sector. They reasoned that 80% of the cases they see are for rather simple conditions that can be treated by people with basic medical training and certification. In their early experimentation, they were blown away with the positive responses of the patients they treated due to the convenience of being attended to in the patient's own community at a local drugstore. These patient-customers also loved to be able to pop in as walk-ins without worrying about making appointments. Insurance covered none of the visit or service, but it did cover the usual amount on prescriptions (which were filled while the patient-customers paid to leave).

These healthcare providers come to their patients with very different philosophies. On the surface, they appear to have little in common other than their sector. Yet their competitiveness is intense, with the Marks Health group calling referring to Well-Health as Wealth for short. Well- Health is not above the fray; they respond that Marks Health is really Marxist Health.

Characterize these companies' positions in the marketplace based on your best estimates as to the customers' perceptions. In which cell does each exist in the positioning matrix? You have to provide consultancy regarding:

Questions :

- a. Why do the hospital and health care group see each other as such threats?
- b. What could Well-Health change to make its business (profitability) even stronger? What could it change to differentiate itself more from Marks Health?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.