

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF MATSER OF BUSINESS
ADMINISTRATION (ENTREPRENEURSHIP OPTION)**

MEEM 816: BUSINESS CONSULTANCY

STREAMS: MBAD Y2S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 07/04/2021

8.30 A.M – 10.30 A.M

INSTRUCTIONS:

Answer question one and any other three questions

1. (a) Imagine as a consultant you have been asked to assist a small hotel group. The hotel group comprises three hotels inherited by four children from parents. Two of the hotels are profitable and one is not profitable. A younger brother is in charge of unprofitable hotel and he is struggling. The siblings realized he is not right for this and its taring him apart. Discuss how you would go about this as a consultant. [15 marks]
- (b) Discuss the growing need for small business consultancy in Kenya. [10 marks]
2. (a) Besides technical and consulting skills, interpersonal skills are critical in the business consultancy. Identify and discuss these skills. [10 marks]
- (b) Resistance and low motivation is a common feature among clients even after agreeing on the need for consulting. Explain the possible causes of this situation, how to identify signs of the situation and how to deal with the situation as a consultant. [15 marks]
3. (a) Discuss the challenges and opportunities of a small business consulting in Kenya. [15 marks]

(b) Describe the role of the consultant and the client in each of the following roles; Pair of hands and collaborative role. [10 marks]

4. (a) Matata group of companies has recently expanded its operations and debate has been going on within the management on whether to increase its ICT capacity or outsource their ICT function to an external consultant. Discuss the basis upon which the management can make a sound decision . If the management was to consider an internal consultant, what would be the basis for this consideration. [15 marks]

(b) Explain the importance of good consultant client relationship and highlight four reasons why the relationship may fail. [10 marks]

5. Assume you have successfully negotiated for a business consulting job. Discuss the various phases of consulting that you would be expected to go through describing both your role and that of the client in each of the phases. [25 marks]
