

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF  
ENTREPRENEURSHIP AND ENTERPRISE MANAGEMENT**

**BEEM 428: BUSINESS CONSULTING**

**STREAMS: BEEM Y4S2**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 23/09/2021**

**2.30 P.M – 4.30 P.M.**

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**INSTRUCTIONS:**

- **Answer question ONE and any other TWO questions.**
- **Do not write on the question paper.**

- Q1. (a) The objective of consulting contracting is to develop a stable, balanced and a workable contract between the consultant and the client. Discuss what takes place during this stage of consulting and what is required by both the consultant and the client in order to meet the desired consulting objective. (12 marks)
- (b) Consultants play different roles in their consulting work. Describe the following consulting roles.
- (i) Expert role (4 marks)
- (ii) Pair of hand role (4 marks)
- (iii) Collaborative role (4 marks)
- (c) Explain the growing need for consulting services among the SMEs in Kenya. (8 marks)
- Q2. (a) Discuss the basis upon which internal consultants are preferred as opposed to external consultants. (10 marks)
- (b) Change capability is necessary for the organization that will succeed in the future. Explain the concept of change management in organization and the requirement for successful change management. (10 marks)
- Q3. (a) Besides technical and consulting skills, interpersonal skills are critical in consultancy. Identify and discuss these skills. (10 marks)

- (b) Resistance and low motivation is a common feature in consulting among clients. Explain as a consultant how to identify the situation, causes and how to deal with it. (10 marks)

Q4. Consulting follows a logical progression of consulting activities. Discuss the activities that take place in each of the five consulting phases. (20 marks)

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