

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATION

**RESIT/SUPPLEMENTARY / SPECIAL EXAMINATIONS
EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF**

BEEM 428: BUSINESS CONSULTING

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 10/08/2021

2.30 P.M - 4.30 P.M.

INSTRUCTIONS

- **Answer any four questions**

- Q1. (a) Discuss the growing need for business consulting in Kenya. (10 marks)
- (b) Identify and describe inter-personal skills required in consultancy job. (10marks)
- (c) Distinguish between business consulting and business counseling. (5marks)

- Q2.(a) Distinguish between internal and external consultants and explain the bases upon which the internal consultants are preferred as opposed to external consultants. (15 marks)
- (b) Discuss the pitfalls and the best practices of change management. (10 marks)

Q3.(a) Consulting follows a logical progression of consulting activities. Discuss the activities that take place during the following two phases of consulting;

- Entry and contracting (10 marks)
- Discovery and dialogue (10 mark)

- (b) Explain the importance of good consultant-client relationship (5 marks)

Q4 (a) Consultants play different roles in their consulting work, describe the following roles of a consultant;

- i. Expert role (5 marks)
- ii. Pair of hands role (5 marks)
- iii. Collaborative role (5 marks)

(b) Resistance and low motivation is a common feature in consulting. Explain the possible causes even after agreeing on the need for consulting (5 marks)

Q5. Discuss the requirement of setting up a successful consulting business. In your discussion, highlight the challenges and your suggestions on how to overcome the challenges (25 marks)

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