

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BEEM 428: BUSINESS CONSULTING

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 23/03/2021

8.30 A.M – 10.30 A.M

INSTRUCTIONS:

Answer question one and any other two questions

1. (a) Entry and contracting is the first phase of consulting process. Describe the role of the consultant and the client in this phase. [10 marks]
(b) Discuss the growing need for small business consultancy in Kenya. [10 marks]
(c) Discuss the skills and competencies required of a good consultant. [10 marks]
 2. (a) Distinguish between expert and collaborative roles played by a consultant. [10 marks]
(b) Describe the role of the discovery and dialogue phase of consulting process. [10 marks]
 3. (a) Discuss the opportunities in the consulting business and describe the process of setting up a consulting firm. [12 marks]
(b) Describe the elements of a good consulting contract. [8 marks]
 4. (a) During the consulting process, client usually are faced with low motivation. "Explain how as a consultant you would identify signs of low motivation, its possible causes and how to deal with the situation?". [10 marks]
(b) Discuss the pitfalls and the best practices of change management. [10 marks]
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