

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF  
ENTREPRENEURSHIP AND ENTERPRISE MANAGEMENT

BEEM 428: BUSINESS CONSULTING

STREAMS: BEEM Y4S1

TIME: 2 HOURS

DAY/DATE: FRIDAY 14/12/2018

2.30 P.M - 4.30 P.M.

INSTRUCTIONS

- Answer Question One (COMPULSORY) and any other TWO Questions
- Do not write on the question paper

QUESTION ONE - (COMPULSORY)

- (a) Taifa Group of Companies is a medium sized company which has recently expanded its operations and debate has been going on within the management on whether to increase its ICT staff capacity or outsource their ICT function to an external consultant. You are required to advise the management on the circumstances under which they can use either the internal or external consultant. [12 Marks]
- (b) Explain the need and the possible areas of consulting in small businesses in Kenya. [10 Marks]
- (c) Describe the activities that would take place in the first and second phase of the consulting job. [8 Marks]

QUESTION TWO

- (a) Describe client-centred consultancy and its characteristics. [10 Marks]
- (b) Successful change management requires a large commitment from executives and senior managers. Discuss the role of senior managers of an organization for successful change management. [10 Marks]

**QUESTION THREE**

- (a) In your first contracting meeting with a client as a consultant for an human resource management system that needs to be upgraded for a local company, you notice that the client is pressing for quick solutions and postponing meetings while showing reservations about the project. Identify possible causes of this behavior and explain how you would deal with the situation for the success of the project. [12 Marks]
  
- (b) Describe four essential elements of a consulting contract. [8 Marks]

**QUESTION FOUR**

- (a) Tom, who is a software engineer has recently started a consultancy firm and has been contracted to provide consultancy services to the Taifa Group of Companies to install a new Human resource management software. Describe three roles that Tom can perform as a consultant. Which role would you recommend for Tom as the most appropriate? Justify your answer. [12 Marks]
  
  - (b) Discuss factors that a client would consider in selecting a consultancy firm. [8 Marks]
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