

CHUKA



UNIVERSITY

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**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: TUESDAY 03/12/2019

2.30 PM – 4.30 PM

INSTRUCTIONS:

Answer Question One and any other Two Questions

1. Maneno 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.
 - (a) Discuss the circumstances under which the company can use either internal or external consultant. [10 marks]
 - (b) Discuss the skills required of a good consultant. [10 marks]
 - (c) Describe three possible roles a consultant is expected to perform in the course of consulting. Which of the three roles most popular? Justify your answer. [10 marks]
2.
 - (a) Explain what is involved in the problem diagnoses and why it is important as part of the consulting process. [10 marks]
 - (b) Discuss the growing need of consulting among SMEs. [10 marks]
3.
 - (a) Low motivation and resistance is common among the client in the consulting exercise. Discuss the possible causes to low motivation and resistance and how to deal with it as a consultant. [12 marks]
 - (b) Highlight the main features contained in a good consulting contract. [8 marks]

4. (a) Describe the activities that take place in the first two phases of consulting process. [10 marks]
- (b) Discuss factors that would be considered by a client in selecting a particular consultancy firm. [10 marks]
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