

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF ENTREPRENEURSHIP AND SMALL BUSINESS
MANAGEMENT

BENS 402: BUSINESS CONSULTING

STREAMS: BENS(Y4S1)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 06/12/2017

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

CASE: DAIMA CONSULATANCY

Daima co. ltd is a consultancy company contracted to install a human resource management softwares system for Taifa Group of companies as the system in place cannot cope with the needs of the company and the increased number of staff. The new system to be installed is expected to improve service delivery and increase performance. John the lead consultant has been having a series of meetings with Peter the client over the implementation of the software for some time, Peter has been pressing for quick solutions, postponing meetings and has been heard expressing doubts regarding the project.

Required:

- (a) State the objectives and the benefits of this project to be installed by Daimaconsultants. [10 marks]
- (b) Identify three possible primary roles that a consultant is likely to play and describe the most appropriate for this case. [10 marks]
- (c) What are the possible reasons for Peter's behaviour and how would you best deal with him as a consultant. [10 marks]

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- Q2. (a) Paul is a small business owner processing and marketing a new fruit juice in Chuka Town, he would wish to engage the services of a consultant to help him develop a winning marketing programme for his products. Explain to Paul the need for a consultant and what attributes he need to consider for a good consultant. [12 marks]
- (b) What is change management and why is it necessary for a business. [8 marks]
- Q3. (a) Distinguish between an internal and external consultant and explain circumstances of using either. [10 marks]
- (b) Discuss the growing need for business consulting. [10 marks]
- Q4. (a) A consulting project can be divided into four major phases, that run throughout the duration of the project. Describe what is involved in each of the four phases. [8 marks]
- (b) “Good selling is good contracting” in reference contracting phase of the consultancy, discuss this statement. [12 marks]
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