

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**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: THURSDAY 19/12/2024

8.30 A.M. –10.30 A.M.

INSTRUCTIONS

- **Answer Question ONE and any other Two Questions**
- **Do not write on the question paper and begin each answer on a fresh page**

1(a) Besides technical and consulting skills, interpersonal skills are critical in business consulting skills. Identify and discuss these skills necessary for the success in the consulting process

(10 marks)

(b) Discuss the activities involved in the consulting contracting process and the objectives of this phase of consulting process

(8 marks).

c) Both the consultant and the client play different roles during the consulting process. Describe the following consulting roles.

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- I. Expert role (4 marks)
- II. Pair of hand role (4 marks)
- III. Collaborative role (4 marks)

2(a) Consultants support their clients in different ways. Discuss five different ways in which consultants can support SMEs in Kenya (10 marks).

(b) Explain what is involved in the problem diagnoses and why it is important as part of the consulting process (10 marks).

3 (a) Discuss factors that would be considered by a client in choosing a consultant (10 marks).

(b) A common feature in many consulting process is resistance and low motivation to proceed in the process among clients. Discuss the indicators of this situation, causes and how to deal with the problem for the success of the consulting process (10 marks).

4 (a) Explain the basis upon which an internal consultant would be preferred as opposed to an external consultant (10 marks).

(b) Discuss the growing need for small business consulting in Kenya and the challenges faced in small business consulting (10 marks).
