

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF SCIENCE
IN ENTREPRENEURSHIP AND ENTERPRISE MANAGEMENT**

MEEM 816: BUSINESS CONSULTANCY

STREAMS: MEEM (ODEL)

TIME: 3 HOURS

DAY/DATE: MONDAY 14/04/2025

8.30 A.M. – 11.30 A.M.

INSTRUCTIONS

- **Answer question One and any other Three questions**

Q1 (a) There are different types of consultants who offer different services to clients. Identify the different types of consultants and discuss how they help their clients. (15 marks)

(b) 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)

Q2 (a) Problem diagnosis is an important activity in business consultant. Explain what is involved in the problem diagnoses and why it is important as part of the consulting process (10 marks)

(b) Discuss some of the limitations of relying on business consultant in solving some of the problems faced by clients. (15 marks)

Q3 (a) To be an effective business consultant one is required to have knowledge of some of the challenges and problems that face SMEs. Discuss challenges facing business consultants in Kenya and suggest ways in which some of these challenges can be minimized (15 marks)

(b) To be a trusted and an effective consultant, there needs to be synergy in the client-consultant relationship. Discuss the requirement for an effective client-consultant relationship

(10 marks)

Q4(a) Change management is an important aspect of business consultancy. Explain the need for change and discuss as a consultant how you would go about in helping your client implement change management in the organization

(15 marks)

b) Explain the basis upon which an internal consultant would be preferred as opposed to an external consultant.

(10 marks)

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