

PAN AFRICAN CHRISTIAN UNIVERSITY (PAC)
EXAMINATION 2020/2021
DEGREE IN BACHELOR IN BUSINESS LEADERSHIP.
BUE4123 BUSINESS CONSULTING

DATE: DECEMBER 2020

TIME: 2 HOURS

SECTION A: COMPULSORY

QUESTION ONE (10mks)

- a) Define the following terms
 - i. Business consulting (1mks)
 - ii. Management consulting (1mks)
 - iii. Expert Consulting (1mks)
 - iv. Process consulting (1mks)
- b) ABC Ltd is a registered manufacturing company dealing with clothes and apparels. The company is considering hiring a consultant to guide its strategic management process. One of the board of directors, who is your close friend, has approached you for more information. Explain to them the THREE advantages of business consulting (3mks)
- c) Discuss any THREE theoretical frameworks underpinning business consulting (3mks)

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO (10mks)

- a) List THREE strategies for marketing consulting services (3mks)
- b) Briefly explain any FOUR components found in a business proposal (4mks)
- c) Discuss THREE areas that should be clearly defined in a consultant client relationship (3mks)

QUESTION THREE (10mks)

- a) Give FOUR reasons why business consulting can be considered a profession (4mks)
- b) Select one area of management and discuss how it relates to business consulting (6mks)

QUESTION FOUR (10mks)

- a) Discuss FIVE types of business consulting services or consultants (5mks)
- b) Explain FIVE various causes of conflict (5mks)

QUESTION FIVE (10mks)

- a) Describe business process reengineering in the context of business consulting (2mks)
- b) Discuss the stages/phases in a business consulting process when the consultant is an outsider and insider (8mks)

QUESTION SIX (10mks)

- a) Discuss THREE characteristics that a business consultant should possess (3mks)
- b) Describe THREE training and development approaches or methods that can be adopted by consultants (3mks)
- c) Explain FOUR emerging trends in business consulting (4mks)