



PAN AFRICA CHRISTIAN UNIVERSITY
END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF BUSINESS LEADERSHIP

BACHELOR OF COMMERCE

JANUARY – APRIL 2018 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS STUDIES

COURSE CODE: BUE4123

COURSE TITLE: BUSINESS CONSULTING

EXAM DATE: FRIDAY 13TH APRIL 2018

TIME: 5:30PM-8:00PM

INSTRUCTIONS

- This examination script consists of **Six (6)** questions.
- Answer QUESTION ONE (40 MARKS) and ANY OTHER FOUR questions.(15 MARKS EACH)
- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.

QUESTION ONE: COMPULSORY

- a) As a consultant, explain five approaches that allow your consultancy to be a professional service that provides added value to clients. **(10 Marks)**
- b) Discuss five generic purposes why a business may require the services of a consultant.
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(10 Marks)
- c) As a consultant, you have been requested by a manufacturing business to determine why the business has not been growing. Describe the five phase consulting process you will undertake.
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(15 Marks)
- d) Outline five aspects of an organization that change may affect. **(5 Marks)**

QUESTION TWO

- a) There is a risk of misunderstanding between the consultant and the client as regards aspects of a consulting assignment. Identify three such aspects and briefly explain ways this risk can be eliminated. **(9 Marks)**
- b) Sometimes the consultant may not really understand who the main client is or whom he or she should try to satisfy first of all. Give three reasons why this may happen **(6 Marks)**

QUESTION THREE

- a) Discuss the three-stage sequential model of change process in people developed by Kurt Lewin. **(9 Marks)**
- b) Explain three reasons why people in an organization resist change. **(6 Marks)**

QUESTION FOUR

- a) List three factors that usually distinguish small businesses from larger enterprises. **(3 Marks)**
- b) Explain six problems of small enterprises that management consultants should be aware of. **(12 Marks)**

QUESTION FIVE

- a) Elaborate on five reasons why many small-enterprise managers are reluctant to use outside consultants. **(10 Marks)**
- b) Explain the role and profile of a consultant in a small business. **(5 Marks)**

QUESTION SIX

- a) Discuss three fundamentals of management in the consulting profession. **(9 Marks)**
- b) Explain three ways to price a consulting contract. **(6 Marks)**