

BUSINESS CONSULTING

PAN AFRICA CHRISTIAN UNIVERSITY

BUE 4123 BUSINESS CONSULTING

ROYSAMBU - EVENING

DATE:

TIME:

ANSWER QUESTION ONE AND ANY OTHER FOUR QUESTIONS

QUESTION 1

COMPULSORY

- (a) Differentiate between business coaching and business mentoring in Consultancy. (4 Marks)
- (b) Describe **THREE** forms of contracting in Business Consultancy. (6 Marks)
- (c) Dorothy wants to buy a certain existing business. Explain **FOUR** disadvantages of such a move. (8 Marks)
- (d) Organizations may draw upon the services of management consultants for a number of reasons. Justify this statement by indication any **FOUR** of these reasons. (8 Marks)
- (e) Explain, with relevant examples, **FOUR** types of business proposals in Consultancy. (8 Marks)
- (f) A consultant is in the process of defining a client's problem. Discuss **THREE** factors that he needs to consider while collecting data from secondary sources to help in defining the problem. (6 Marks)

QUESTION 2

- (a) There are different categories of consultants. Discuss **THREE** of these categories. (6 Marks)

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(b) Many consultants are engaged in networking activities for their businesses. Explain **THREE** reasons for networking and cite **THREE** areas where people can network. **(9 Marks)**

QUESTION 3

(a) Consultants are sometimes faced with ethical issues during the course of their work. Justify this statement by illustrating **FIVE** ethical issues in Business Consulting. **(5 Marks)**

(b) Dolbert is a leading consultant in the area of Corporate Governance and Strategic Management. Explain **FIVE** characteristics of such a consultant. **(10 Marks)**

QUESTION 4

(a) Consultants prepare numerous reports in their line of duty. Discuss **THREE** characteristics of a good report. **(6 Marks)**

(b) There are a number of consultants who start consultancy business but fail. Explain with relevant examples **THREE** reasons for this. **(9 Marks)**

QUESTION 5

(a) Highlight **FIVE** characteristics of a proposal. **(5 Marks)**

(b) Justus wants to venture into a consultancy business. Advise him on **FIVE** factors that he needs to consider before he becomes a Consultant. **(10 Marks)**

QUESTION 6

(a) Discuss briefly **FIVE** ways that consultants may use to market themselves in the business. **(5 Marks)**

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(b) Damaris was involved in a negotiation for a consultancy work. The negotiation failed.

Explain **FIVE** reasons for the failure.

(10 Marks)

End of Exam