

**PAN AFRICA CHRISTIAN UNIVERSITY
BUE4123 BUSINESS CONSULTING
END OF TRIMESTER EXAMINATION
DECEMBER 2024**

Time allowed – 3 Hours

Instructions

Answer **question one** and **any other three** questions

Question one – Compulsory

- a) Explain two characteristics of business consulting (4 marks)
- b) Explain three broad purposes pursued by clients in using business consultants (6 marks)

Choose any three questions

Question two

- a) Explain two services that are not directly chargeable when setting fees for a consulting assignment (4 marks)
- b) Describe any three of the fee setting methods used in consulting assignments (6 marks)

Question three

- a) Explain two reasons why professional standards are necessary in consulting (4 marks)
- b) Discuss any three important professional standards applied in business consulting (6 marks)

Question four

Discuss **any two** of the following frameworks used in consulting assignments.

- a) SWOT Analysis (5 marks)
- b) PESTEL Analysis (5 marks)
- c) Porter's Five Forces Model (5 marks)
- d) Gap Analysis (5 marks)

Question five

Discuss five types of business consulting (10 marks)

Question six

- a) Explain two of the main factors which have contributed to the rise of independent consultants (4 marks)
- b) Discuss three challenges faced by companies in the business consulting industry (6 marks)