



PAN AFRICA CHRISTIAN UNIVERSITY
END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF BUSINESS LEADERSHIP
BACHELOR OF COMMERCE
JANUARY-APRIL 2017

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS

COURSE CODE: BUE4123

COURSE TITLE: Business Consulting

EXAM DATE: SATURDAY 8th APRIL 2017-WEDNESDAY 12th APRIL 2017

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer ANY **FOUR** questions

QUESTION ONE

- a) Describe **THREE** forms of contracting in Business Consultancy. **(6 Marks)**
- b) 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. **(9Marks)**

QUESTION 2

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

(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