



KISII UNIVERSITY
UNIVERSITY EXAMINATIONS

FOURTH YEAR EXAMINATION FOR THE AWARD OF THE
DEGREE OF BACHELOR IN COMERCE/BUSINESS MANAGEMET/ECONOMICS
FIRST SEMESTER 2023/2024
[AUGUST-DECEMBER, 2023]

BEAM 411: BUSINESS CONSULTING AND COUNSELLING

STREAM: Y4 S1

TIME: 2 HOURS

DAY: THURSDAY, 12.00 – 2.00 PM.

DATE: 23/11/2023

INSTRUCTIONS

- 1. Do not write anything on this question paper.***
- 2. Answer Questions ONE and any other THREE Questions***

QUESTION ONE (25 Marks) Compulsory

- a) Explain the circumstances that may necessitate a counsellor to withdraw either too early or too late from a contract (5Marks)
- b) Justify the need for consulting in modern day businesses (5 marks)
- c) What challenges is a counsellor likely to face as he/she carries out his/her duties in an organization (5 marks)
- d) Expore five sources from which information may be gathered to evaluate a consultancy process (5 marks)
- e) What mistakes is a consultant likely to make in diagnosing a problem in an organization (5marks)

QUESTION TWO (15 Marks)

Discuss the main focus of a consultant in the first phase in the consultancy process

QUESTION THREE (15 Marks)

Analyze the ethical principles that a consultant should observe in discharging his/her mandate

QUESTION FOUR (15 Marks)

Evaluate the main challenges facing small and medium enterprises in Kenya

QUESTION FIVE (15 Marks)

Justify why an organization should spend her resources in terms of money and time in engaging consultants in their day to day operations