

**UNIVERSITY COLLEGE TATI (UCTATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	: BTE 3713
COURSE TITLE	: MANAGING CONSULTANCY FOR ENTREPRENEURSHIP
SEMESTER/SESSION	: 2 - 2024/2025
DURATION	: 3 HOURS

**Instructions:**

1. This booklet contains 5 questions. Answer **ALL** questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand for invigilator attention.

**DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO**  
**THIS BOOKLET CONTAINS 4 PRINTED PAGES INCLUDING COVER PAGE**

MANAGING CONSULTANCY FOR ENTREPRENEURSHIP (BTE3713)

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**Question 1**

*"A client, Mr. Smith, is negotiating a contract with a marketing consultant, Ms. Brown, for a six-month marketing campaign. During the negotiation, Ms. Brown states, "Our team will provide comprehensive monthly reports on the campaign's performance." Mr. Smith interprets this to mean detailed analytics and insights reports, while Ms. Brown is referring to basic performance summaries. After two months, Mr. Smith expresses dissatisfaction with the reports, expecting more detailed analytics. Ms. Brown is surprised, believing she delivered what was agreed upon."*

- a) Describe how should Mr. Smith and Ms. Brown address and resolve the misunderstanding regarding the expected reports.

(10 marks)

- b) Explain how resolving the misunderstanding about the report expectations positively impact the long-term relationship and potential referrals between Mr. Smith and Ms. Brown.

(10 marks)

**Question 2**

- a) Illustrate **FIVE (5)** practical tips for consultants to ensure effective communication and prevent misunderstandings with clients.

(10 marks)

- b) A good consultant possesses a diverse set of skills that enable them to effectively analyze problems, develop solutions, communicate with clients, and drive results.

Describe **THREE (3)** key skills of a good consultant.

(6 marks)

- c) Consulting across borders and cultures involves providing advisory services to clients who operate in different countries and/or have diverse cultural backgrounds. This type of consulting requires a deep understanding of not only the specific industries and markets in which the clients operate but also the cultural nuances and differences that can impact business practices, communication, and decision-making.

Discuss **TWO (2)** key aspects involved in consulting across borders and cultures.

(4 marks)

**Question 3**

*"A business consultant, Mr. Adams, is hired by a manufacturing company, TechManu, to evaluate their overall capabilities and identify areas for improvement. Mr. Adams needs to assess several key areas: financial stability, technical expertise, human resources, organizational structure, and operational processes. During his evaluation, he reviews financial statements, interviews key personnel, and observes daily operations. He finds that while TechManu is financially stable, there are gaps in technical expertise, a shortage of skilled labor, a hierarchical organizational structure that slows decision-making, and inefficient operational processes."*

Discuss comprehensive steps should Mr. Adams take to evaluate TechManu's capabilities in financial stability, technical expertise, human resources, organizational structure, and operational processes.

(20 marks)

**Question 4**

*"A consultant, Mr. Thompson, is hired by a logistics company, FastTrack Logistics, to streamline their supply chain operations. In their first meeting, Mr. Thompson needs to understand what FastTrack Logistics specifically needs from the project. The CEO, Ms. Alvarez, explains that they are facing issues with delayed deliveries, high operational costs, and low customer satisfaction. Mr. Thompson knows it is crucial to gather detailed information about these issues and any other needs the client might have to provide effective solutions. Mr. Thompson may begin by asking about the background of the issue and the goals and objectives for the project."*

Describe another **FIVE (5)** steps should Mr. Thompson take during the first meeting to thoroughly explore and understand FastTrack Logistics' needs.

(20 marks)

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**Question 5**

*"A group of consultants from different backgrounds, including technology, management, and marketing, sit together in a meeting to develop strategies and techniques to foster innovation within a client's company, InnovateTech. The goal is to create a culture of innovation that encourages creative thinking, collaboration, and the development of new products and services. During the meeting, they discuss various methods, such as implementing brainstorming sessions, promoting a flexible work environment, encouraging cross-departmental collaboration, and investing in employee training and development."*

- a) Explain **TWO (2)** effective brainstorming techniques the consultants can suggest to foster innovation at InnovateTech.  
(4 marks)
- b) Discuss **FOUR (4)** benefits a flexible work environment contribute to fostering innovation at InnovateTech.  
(8 marks)
- c) Illustrate **FOUR (4)** advantages of employee training and development fostering innovation at InnovateTech.  
(8 marks)

-----End of question-----