



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

CONSULTANCY

HMKT 404

PART 4 SEMESTER 1 EXAMINATION

TOTAL MARKS [100]

DATE: DECEMBER 2024

Time: 3 Hours

INSTRUCTIONS

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any* other *three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

1. Analyse **five** extension services that can be offered to a small family business of your choice **(25 Marks)**

2. Examine the relevance of understanding change in consultancy with the aid of relevant examples. **(25 Marks)**

3. Evaluate the reasons why not all consultancy succeed, giving practical examples **(25 Marks)**

4. As a business person, assess aspects you should look at before hiring a consultant to your organization. **(25 Marks)**

5. Using practical examples, Discuss how a consultant can apply the BCG Matrix to any organisation of your choice **(25 Marks)**

6. Examine steps you would take to start and grow your own consulting firm not forgetting team formation and its process. **(25 Marks)**

END OF PAPER