



MERU UNIVERSITY OF SCIENCE & TECHNOLOGY

Foundation of innovations

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University Examination 2016/2017

**THIRD YEAR, SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR
OF SCIENCE IN FOOD SCIENCE AND MANAGEMENT**

AFM 3300: FOOD INDUSTRY CONSULTANCY

DATE: DECEMBER 2016

TIME: 2 HOURS

INSTRUCTIONS: Answer question **one** and any other **two** questions

QUESTION ONE (30 MARKS)

- a) Define consultancy and explain the relationship between consultancy and training (5 Marks)
- b) Highlight the main areas of concern for food industry consultants. (5 Marks)
- c) Briefly explain five qualities that a food industry consultant should have. (5 Marks)
- d) Outline the contents of a well written Terms of Reference (TOR's) document. (5 Marks)
- e) Explain why a consultant should write an inception report upon receiving the TOR's for a consultancy assignment. (5 Marks)
- f) Outline the activities undertaken at the closure stage of a consultancy assignment. (5 Marks)

QUESTION TWO (20 MARKS)

- a) Write short notes on the history of consultancy. (12 Marks)
- b) Explain the roles of a consultant and client in a consultancy assignment. (8 Marks)

QUESTION THREE (20 MARKS)

- a) Explain the advantages and disadvantages of using an external consultant in food industry. (10 Marks)
- b) Describe five characteristics of food industry consultancy. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Describe the five stages of consulting process. (15 Marks)
- b) Examine the circumstance under which a consultancy assignment may be terminated before completion. (5 Marks)