



**KENYATTA UNIVERSITY**

**UNIVERSITY EXAMINATIONS 2011/2012**

**SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR  
OF SCIENCE (SPORTS SCIENCE)**

**SSS 411: CONSULTANCY IN SPORT AND RECREATION SERVICES**

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**DATE: WEDNESDAY 4<sup>TH</sup> APRIL 2012**

**TIME: 2.00 P.M. – 4.00 P.M.**

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**INSTRUCTIONS**

**Answer question 1 (compulsory) and any other two**

1. Using examples elaborate on the consulting process. (30 marks)
2. Using examples describe the consulting proposal elements. (20 marks)
3. Elaborate on the core consultant skills for effective consulting (20 marks)
4. “Marketing is core to consultancy’ elaborate. (20 marks)
5. Describe the client-system likely to exist in a soccer club consultancy (20 marks)